

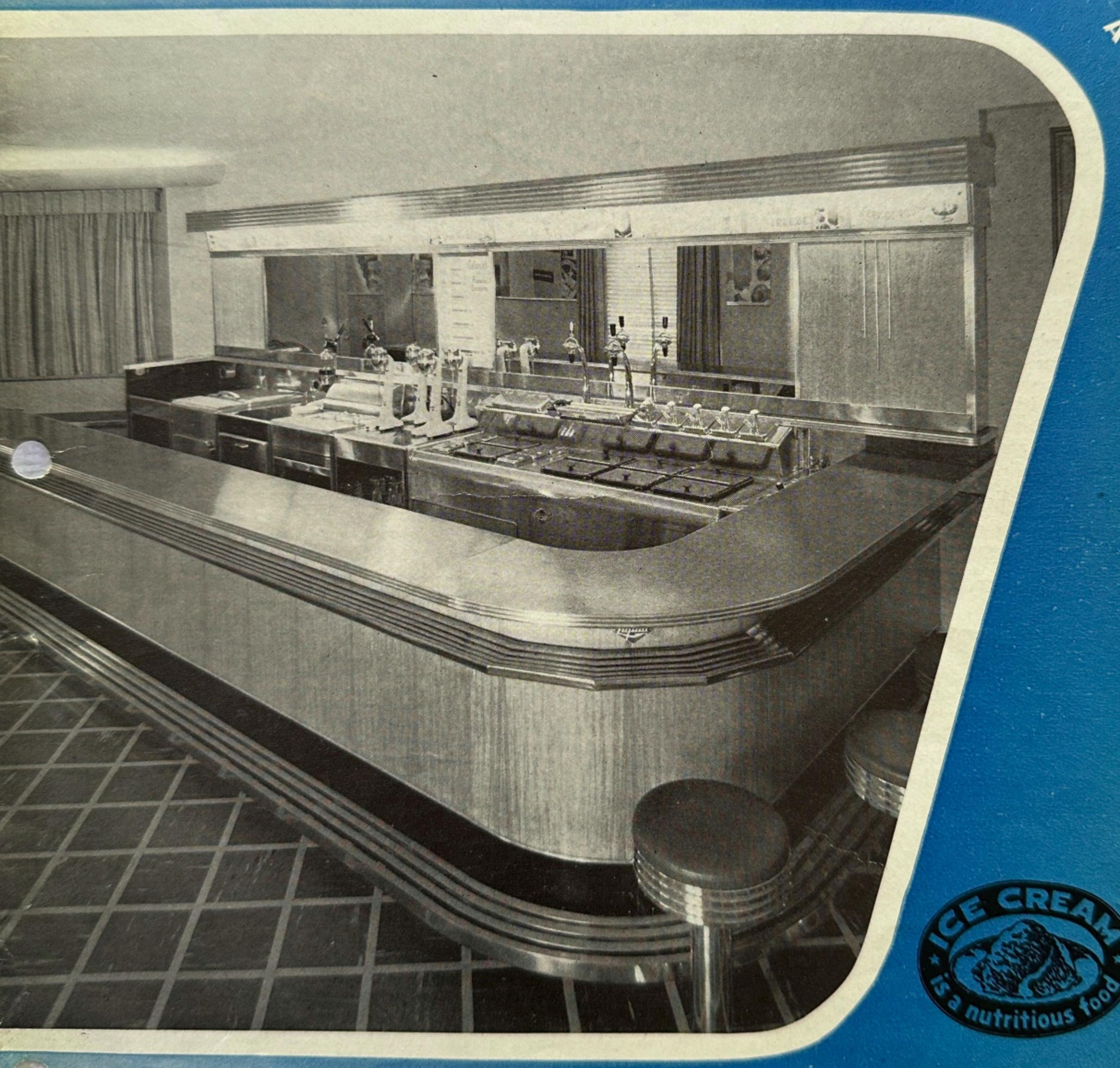
BROUGHT TO YOU EACH MONTH BY YOUR PROGRESSIVE ICE CREAM COMPANY

Ice Cream Merchandiser

FROM MAKERS OF
COSTA'S FRENCH ICE CREAM

SALES

AND PROFITS BUILDER



In This Issue . . .

PROFIT POINTERS
LET'S SELL ICE CREAM
THE CLEAN UP CAMPAIGN CONTINUES
CLEANING ROUTINES FOR THE RETAIL STORE
THE HOT FUDGE SUNDAE
WATCH YOUR VOICE

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Ice Cream Merchandising Institute, Inc.

Ice Cream Merchandiser

Published Monthly

ICE CREAM MERCHANDISING INSTITUTE, INC.

BARR BUILDING

WASHINGTON 6, D. C.

Let's Sell Ice Cream

The Ice Cream Merchandising Institute is now in its twelfth year under the present direction. It has been constantly busy during these years with the development of new projects and the creation of new Ice Cream services. All have been undertaken in the belief that there is still an unsaturated market for selling Ice Cream to the consumer over Ice Cream soda fountain counters—at Ice Cream departments—in hotels—restaurants—tea rooms—lunch rooms—in fact, in any place to which people go for food and refreshment. Are you getting your share of new and repeat business?

Today we believe more strongly than ever that greater volume sales of Ice Cream are possible in nearly every location, and the Ice Cream Merchandiser for the forthcoming year will bring you the latest in ideas and suggestions for Ice Cream sales and merchandising, and also continue to stress the basis of sound operating principles.

Appetite continues to dictate food purchase—it always will! Your appeal to the appetites of your community through the way Ice Cream is presented at your store, will in large measure, determine the number who respond, and hence, the volume of business you can build.

Let's Sell Ice Cream.

Gustemerich
Managing Director

Ice Cream Merchandising Institute, Inc.

Cover Picture:

"What a beautiful picture of a model soda fountain," you probably said to yourself, looking at the photograph on the cover of this month's issue of *Ice Cream Merchandiser*. And your first question probably was, "Where is it located?" Well, we'll tell you. It's part of the equipment in the laboratory and training room of the *Ice Cream Merchandising Institute's* new Training School for Ice Cream Company Merchandisers.

PROFIT POINTERS



Hot Cups

Points to remember which will help keep your hot cups working:

1. Never "plug in" until liquid has been put into the cup. A dry cup will burn out quickly.
2. Avoid over-heating of the hot cup, after contents have been heated, by pulling out plug before pouring contents into the serviceware.
3. Check voltage on your hot cups to avoid danger of using on wrong current.
4. Fill hot cup with water as soon



Buy For Profit

Staples which can be stored may be purchased in quantity to take advantage of quantity prices—but should not be bought in greater volume than you can store properly with your facilities. Even excellent material can deteriorate under improper storage conditions.

In buying perishables, keep purchases low enough so as to assure complete turnover before spoilage. The unit price of such purchases may be slightly higher than a quantity price, but gross will be better, as the articles will be more efficiently used.

Don't over-crowd refrigerator. For best keeping of supplies, see that refrigerated foods are used up quickly—a few cents, lost each day on able item in reducing your month's gross profit figure.

as empty after serving. This will prevent scorched formation and stains.

5. Do not soak hot cup after heating for a long period.

6. Look for blown fuse, dirty, loose, damaged switch, broken wire at connection of plug or terminal, damaged worn receptacle . . . if your cup is not functioning properly.



Check the Carbonator

During the winter season, your carbonator does not work quite so much as in summer. To check for leaks, use lather on a shaving brush. Put on all connections. If there is a leak, bubbles will continue to form. Tighten any connection at which this occurs until there is no sign of bubbling.

If draft arm is dripping, replace worn washers immediately.

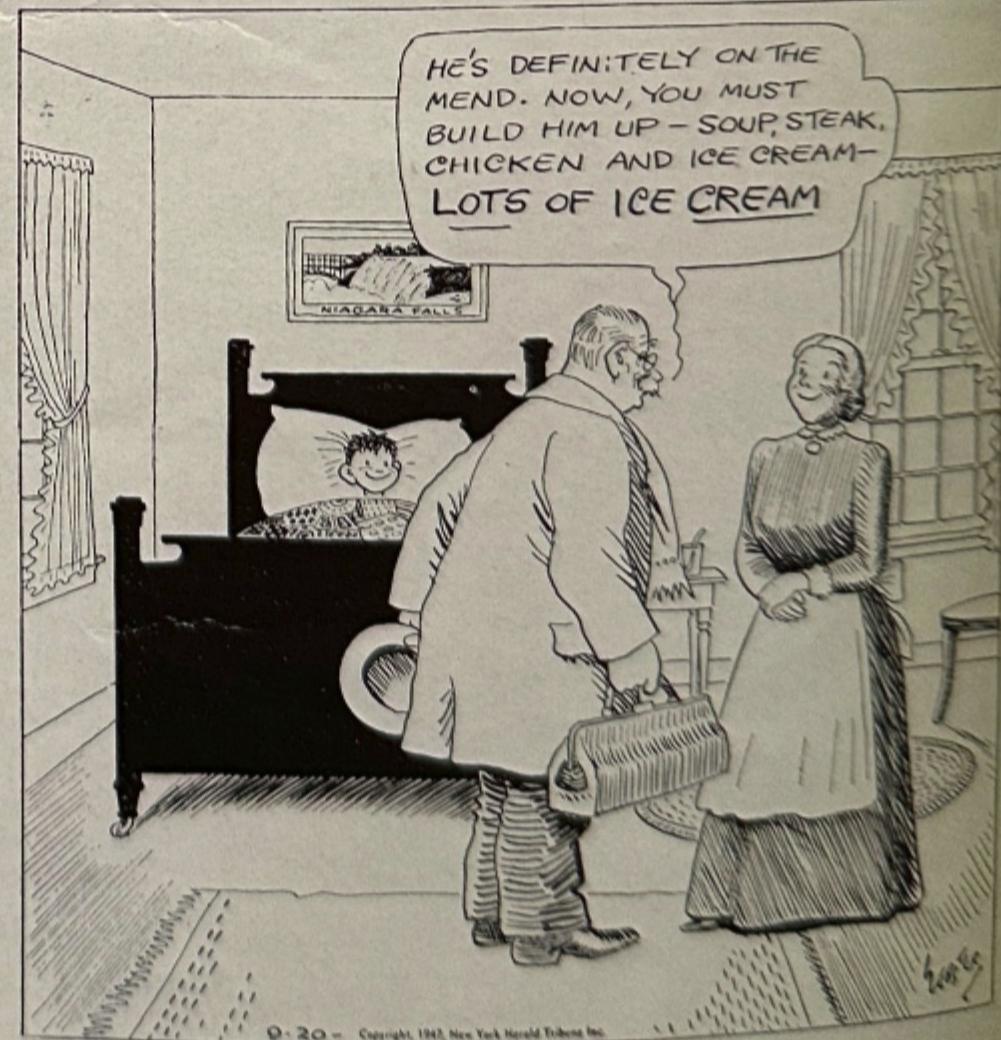


Ice Cream Hot Chocolate

Into a hot cup put 1 oz. Chocolate Syrup, 4 oz. Whole Milk, 1 #24 dipper Chocolate Ice Cream. Put on the mixer and allow to remain until contents steam freely.

Serve in 7 oz. cup. Top with a soda-spoon of whipped cream and serve with wafers.

The Thrill That Comes Once in a Lifetime : BY H. T. WEBSTER



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The "clean-up" campaign continues...

During the past year your ICE CREAM MERCHANDISER has brought you one article on sanitation each month under the heading "What You Should Know About Sanitation." This series of articles was written because sanitation is one of the most important factors in influencing sales of Ice Cream and other foods in the retail store.

Through newspaper stories and magazine articles, by radio, motion pictures and word of mouth people all over the country are becoming aware of the necessity for sanitation in stores that sell food to the public. This growing awareness on the part of the public—your customers—is a warning signal you can't afford not to heed. It's a challenge to you to do something about sanitation in your own store—it's a rising protest that can affect your profits and affect them in a way that hurts.

Consider the latest figures taken from U. S. Public Health Service reports concerning food borne diseases throughout the nation for a twelve month period.

Outbreaks	276
Cases	11,547
Deaths	57

Don't you think figures like that, brought to the attention of the public, will make your customers give grave consideration to the cleanliness of a store where they buy Ice Cream and other foods?

Don't you think information like that will cause customers to pause and think before they decide to patronize a store? Don't you think they'll weigh the obvious cleanliness of one store against the not-so-clean appearance of another and then decide in favor of the store whose owner and employees know the value and the necessity for sanitation?

You bet they will. And the store owner who is merchandising minded enough to keep his place of business spic and span—a model of cleanliness—will be the one who will reap the benefits in increased sales and profits.

Since customer sentiment is continually rising on the subject of sanitation in public eating places, the editors of the ICE CREAM MERCHANDISER feel that to discontinue the sanitation series would be a disservice to you in whose interest and for whose benefit the magazine is published.

On pages four and five, then, you will continue to find each month a sanitation feature, well illustrated with photographs, that will keep constantly before your mind the importance of sanitation and how it can influence the profit picture in your store.

Read it carefully each month. It's one of the finest possible ways to merchandise a food as delicious and nutritious as Ice Cream. Ice Cream, a pure and nourishing food can only be served to its best advantage—and to your best advantage—

in a clean store!

CLEANING ROUTINES

before opening...

Clean the Ice Cream cabinet—the top, the lids, underneath the lids and the hinges.

Fill the dipper well with clean water. Place *clean* dippers in the well, ready for service.

Place a sterilized dipper pad in position.

Be sure glasses, dishes and silverware are clean and in proper places.

Check supply of Ice Cream, Milk, ice and pressure of CO₂.

Clean cooler box and storage compartment and put in supplies.

Planned, scheduled cleaning routines help immeasurably in keeping a store spic and span—ready at all times to give sanitary service. There's nothing very difficult about setting up and following cleaning routines. In fact, it makes your work much easier. Get into the habit of performing the necessary clean-up tasks at specified times and you'll find that your working day will go much smoother.

On these pages you'll find planned cleaning schedules outlined to help you. They may require some slight modifications to fit into your particular set-up but, if they are followed, they will provide a basis for good store housekeeping.

during the day...

Remove soiled dishes right after customer leaves.

Wipe counter top often with clean damp cloth and keep clean and dry. Wipe off straw holders, menu holders, napkin holders, drink mixers, etc., often. Don't let them get dirty or sticky.

Wipe off sandwich board after each use.

Keep cabinet tops clean. Wipe off all spilled foods at once.

Wipe syrup jar tops—keep free from sticky drops of syrup.

Empty refuse container often and clean before replacing.

Keep garbage can tightly covered.

after closing...

Wash and scald syrup pumps and jars.

Place all food requiring refrigeration in storage refrigerator. Put other food in a safe, clean storage space.

Clean salad cabinet, sandwich board, grill, toaster and other equipment.

Clean crumbs and grease from cracks and crevices.

Clean and sterilize refuse chute and container.

Clean counter and back bar slab. Make ready for service in the morning.

Clean juice extractor.

Clean all Ice Cream dippers.

Empty and clean dipper well.

Clean and sterilize dipper pad.

Wash and sterilize all glass serviceware.

Empty all coffee containers, clean thoroughly.

Clean and sterilize all silverware.

Clean and polish draft arms and all metal parts.

Wash towels and leave to dry overnight.

Clean floors and floor racks.

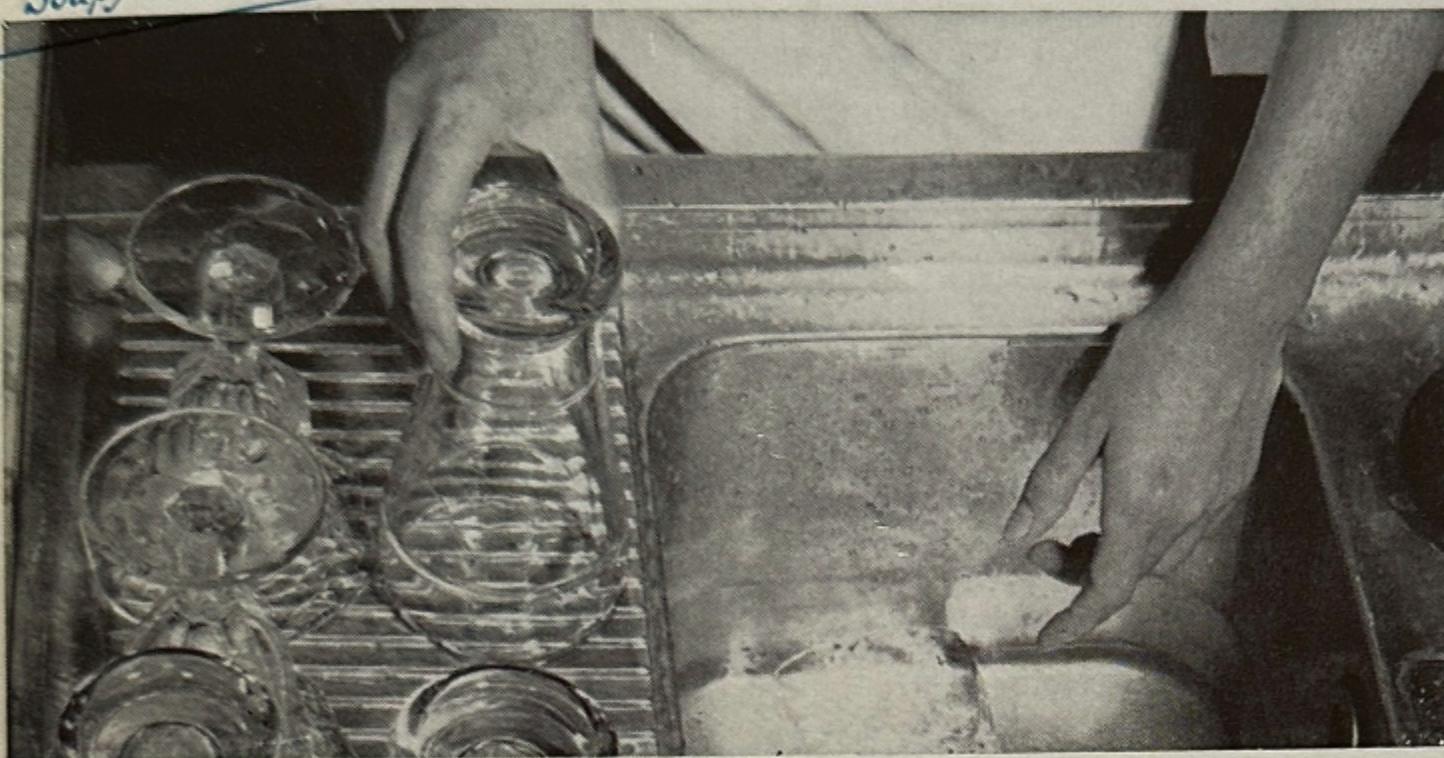
Wash sinks and drainboards after all dishwashing is done.

Throw out any spoiled food.

Toilet Rooms. Clean daily. Make certain plenty of soap and individual towels are available.



Cleaning weekly or oftener . . .



Windows and glass doors.

Back bar, shelves, mirror,
woodwork.

Give floors and floor racks
a good scrubbing.

Tables, booths and chairs.

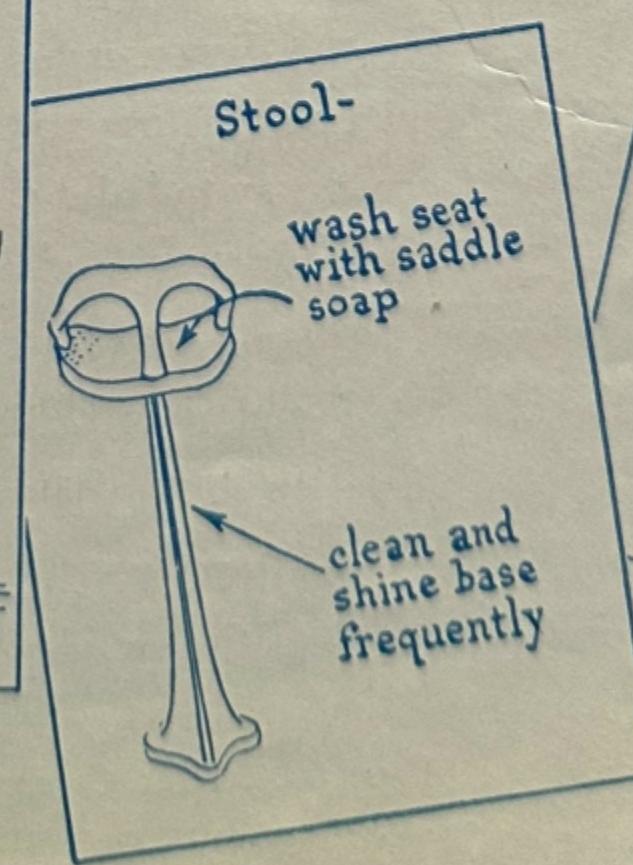
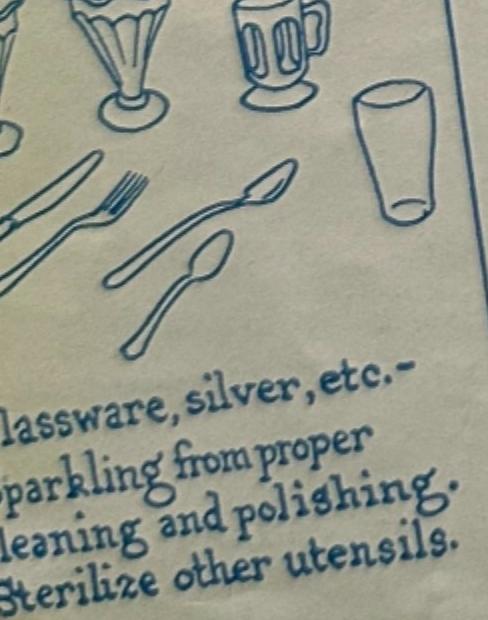
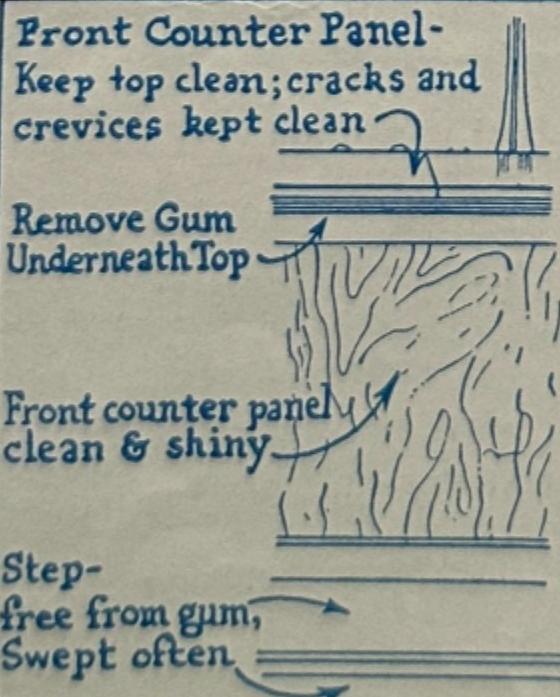
Defrost and clean Ice Cream
wells.

Polish silverware.

Clean store rooms, and in-
spect food supplies.

Clean cellar thoroughly.

Clean the rear yard or rear
entrance.



Selling Room Only

Here are some suggestions for reminders to customers—to enjoy your delicious hot fudge sundaes. Put some on your store windows, on the front door, on your back bar mirror. Don't let any customer get by without knowing that you have hot fudge sundaes. You may not sell a sundae to every customer every time he comes in, but keep on reminding him and sooner or later, he'll ask for one. If it is good, he will come back. That's the way Ice Cream volume is achieved. More items served more times to more people.

MERCHANDISING *Hot Fudge* SUNDAES

There are several steps to any merchandising promotion if success is to be obtained:

1. Pre-presentation arrangements.
2. Staff instruction and build up.
3. Store promotion.
4. Presentation to customer.

Let's look the situation over:

Be ready before you begin. So you want to sell a lot of hot fudge sundaes in January? Okay, let's go.

First have you a good stock of hot fudge? Are your fudge warmers working? (On page 7 this issue

*Double
HOT FUDGE SUNDAE
HOT FUDGE over
CHOCOLATE ICE CREAM
A Double Taste Delight*

**HOT SCOTCH
COCOA NUT SUNDAE**
*A delightful blend
of taste tempting
flavors!*

**HOT FUDGE
PECAN
SUNDAE**
*Crisp nuts enhance
the goodness of your
favorite sundae*

*Our HOT FUDGE
try one!
SUNDAE
...A CHILL CHASER.
A THRILL TASTER.*

*We serve a
HOT FUDGE
SUNDAE
just the way
you like it*

"Hot Fudge" to every customer. Signs on the back bar—menu clip ons—lapel badges on dispensers. All help to sell hot fudge sundaes.

January can ring up the cash register for hot fudge sundaes if you set the stage and follow through.

The **HOT FUDGE** Sundae

Both chocolate and butterscotch are favorite hot fudge flavors. Buy a good brand and then take care of it—see "tips" this page.

Here are given several variations of basic hot fudge sundaes which have proved popular and profitable.

Hot Fudge Pecan Sundae

Use either hot chocolate or hot butterscotch fudge. Into a crimp or tulip glass, place $\frac{1}{2}$ oz. fudge. Add 2 #20 dippers Ice Cream and 1 oz. fudge. Garnish with 5 whole salted pecan halves. Top with a spiral of whipped cream.

Hot Peanut Malted Fudge Sundae

Into a crimped sundae dish, put $\frac{1}{2}$ oz. of hot peanut fudge. Add 2 #20 dippers of Vanilla Ice Cream. Cover with one ounce of peanut fudge. Sprinkle with malted milk powder, and top with a red cherry.

PEANUT FUDGE: To three parts of chocolate fudge, add 1 part peanut butter. Mix thoroughly and heat in fudge warmer.

Hot Scotch Cocoanut Sundae

Into tulip sundae dish place $\frac{1}{2}$ oz. hot butter scotch fudge. Add 2 #20 dippers vanilla or butter pecan Ice Cream. Top with 1 oz. hot butter scotch fudge. Sprinkle with shredded cocoanut and garnish with 1 soda spoon whipped cream. Dust lightly with nutmeg.

Double Hot Fudge Sundae

Into a tulip glass place $\frac{1}{2}$ oz. hot chocolate fudge. Add 2 #20 dippers Chocolate Ice Cream. Top with 1 oz. hot chocolate fudge. Garnish with whipped cream, if desired.

Hot Butterscotch Walnut Sundae

Make hot butter scotch sundae in usual fashion. Top fudge with a generous spoonful of chopped black walnuts.

Note—To make the above sundaes in paper service, follow the formula, except omit fudge from bottom of dish and use $1\frac{1}{2}$ oz. fudge over Ice Cream.



HOT FUDGE POINTERS

Keep outside of fudge warmer clean and well polished.
Check electric cord for short circuit.
The best serving temperature for fudge is between
130° and 150°.

Do not serve topping too hot or too cold.
To replace loss by evaporation and maintain consistency, add a little milk or light cream. Do not use simple syrup to thin.

Do not put water in waterless warmers.

Do not mix old fudge with new.

Whip fudge occasionally with a ladle during serving hours, and always before each service.



January
1948

The difference is—
Watch Your Voice

By Richard C. Reager, Director of Public Speaking, Rutgers University

Near Year's Day ushers in a round of informal entertaining in the home and the wise hostess keeps her refrigerator well supplied with ICE CREAM, ready for the many impromptu refreshments she must prepare.

For New Year's Day hospitality—along with the traditional egg nog, fruit cake and turkey sandwiches—guests will welcome this new and delicious ICE CREAM dish, "Holiday."

Holiday

Place a generous serving of Egg Nog Ice Cream in a sherbet glass. Top with one tablespoon of crushed pineapple, over this sprinkle one teaspoon chopped cherries and one teaspoon chopped nuts. Garnish with whipped cream and a cherry.



Orange Ambrosia

Another luscious ICE CREAM suggestion is

In a shallow cereal bowl place 3 slices of orange—sprinkle with powdered sugar and shredded coconut. On this place a generous serving of Vanilla Ice Cream. Top with whipped cream and lightly sprinkle with orange syrup. Decorate with cherry.



Claret Frappe

This is really a "honey"! It is easy to prepare and it goes over big when friends drop in for bridge.

Into a mixing bowl place 1/3 pint of milk for each serving. Add a generous portion of Vanilla Ice Cream—one pint for 3 servings is a good measure. Add one tablespoon claret wine or use non-alcoholic claret flavoring; add two tablespoons of powdered sugar per service. Blend these ingredients on an electric mixer or with a dover egg beater. Pour into tall glass and garnish with cubes of pineapple or a purple grape and a sprig of mint. Serve with pretzels.



One of the most important characteristics of a Sales Personality is the quality and tone of the speaking voice. No other factor is more important in building customer good will.

What type of voice do you have? Is the tone nasal? Is it high pitched? Is it harsh? Is it a monotone?

Many people possess these negative qualities in their daily speech. Yet no voice needs to be flat, toneless, lacking in melody or inflection. A few simple rules, honestly and consistently applied, will give any store owner, any clerk, or any soda dispenser a pleasant voice. Remember that a pleasant voice aids in creating a favorable impression as one talks to customers. And further remember, that it is through making favorable impressions that we build volume business.

Here are some suggestions for improving the tonal quality of your speaking and selling voice:

1. Open your mouth when talking. Make all sounds of your speech in your mouth.
2. Use the tongue and lips freely. Do not hold your lips together while talking.
3. Pronounce all final consonants, all sounds and every syllable of every word.
4. Do not substitute vowel sounds. Do not say "kin" for "can"; do not say "fir" for "for". Give emphasis to all vowel sounds.
5. Breathe properly. Breathe deeply.

6. Stand erect with shoulders and head up when you speak.

7. Speak at a proper rate. Never hurry while talking to a customer. Remember the tongue and lips must have sufficient time to form all words correctly. Make sentences short.

8. Do not talk out of the side of the mouth.

9. Talk to a customer as you would carry on a pleasant conversation with friends in your own home. Always speak naturally.

10. Avoid adding "er", "eh", "ah" to words or phrases. This makes for a monotone of speech delivery.

11. Avoid the repetition of the same words at the start of every sentence. Avoid the "now", "well", "so", and the ever present "and" which so many people use so much of the time.

12. Avoid slurring sounds, all dropped syllables and poor articulation.

13. Have variety and melody in your tone as you talk. Remember that a Flat, Lifeless Voice Makes a Negative Impression.

14. Talk so that you may be easily heard and understood.

These suggestions will help any salesman do a better job of selling.

Watch Your Voice



January Special It's
Fudge Ice Cream Tarts

Printed in U. S. A.

BROUGHT TO YOU EACH MONTH BY YOUR PROGRESSIVE ICE CREAM COMPANY

Ice Cream Merchandiser

FROM MAKERS OF
COSTA'S FRENCH ICE CREAM

SALES

AND PROFITS BUILDER



VOL. 2

NO. 4

APRIL

1948

In This Issue . . .

FRESH FRUIT MAGIC
PROFIT POINTERS
DO YOU HAVE A NAME?
ICE CREAM SODA SALES
THE RIGHT WORD CAN SAVE A SALE

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Ice Cream Merchandising Institute, Inc.

Ice Cream Merchandiser

Published Monthly
ICE CREAM MERCHANDISING INSTITUTE, INC.
BARR BUILDING WASHINGTON 6, D. C.

Fresh Fruit Magic

Fresh fruit has an appeal to most people that we as merchandisers can turn to good advantage in helping sell more Ice Cream.

In this issue of your Ice Cream Merchandiser we tell you how to make a good, quality Ice Cream soda. Why not combine the appeal of fresh fruit with the preference many people have for an Ice Cream soda and so increase your opportunities for making the volume sales that mean greater profits?

If, for example, in your market area fresh strawberries are available take advantage of this to help yourself to a larger share of sales by featuring fresh strawberry Ice Cream sodas. Crushed fresh strawberries, sweetened to taste, exert a distinct mouth watering pull on almost every customer that comes into your store.

You don't have to limit your use of fresh fruits just to strawberries or to the Ice Cream soda, however. Combined with Ice Cream in many services fresh fruit (prepared for fountain use) is a delicious treat and will help provide a powerful "buy one" stimulant that turns potential customers into buying customers.

Try the magic of fresh fruit and Ice Cream. It's a trick that works wonders for sales.

Gustavmerichs
Managing Director

Ice Cream Merchandising Institute, Inc.

Cover Picture:

PROFIT POINTERS



Dorothy Abbott, right, neglects her cone to sample Lucille Casey's fresh strawberry soda. Lucille's pique dress has a vest-like bodice and the full skirt is stencilled with a red turkey design. Dorothy wears a print calico dress with full sleeves and a wide neckline.—Photo by Acme.

Ice Cream and Ice Cream styles make the news at the fashion show with the "new look" modeled by movie stars.

Use the Ice Cream Merchandiser to give your Ice Cream promotions the "new look".



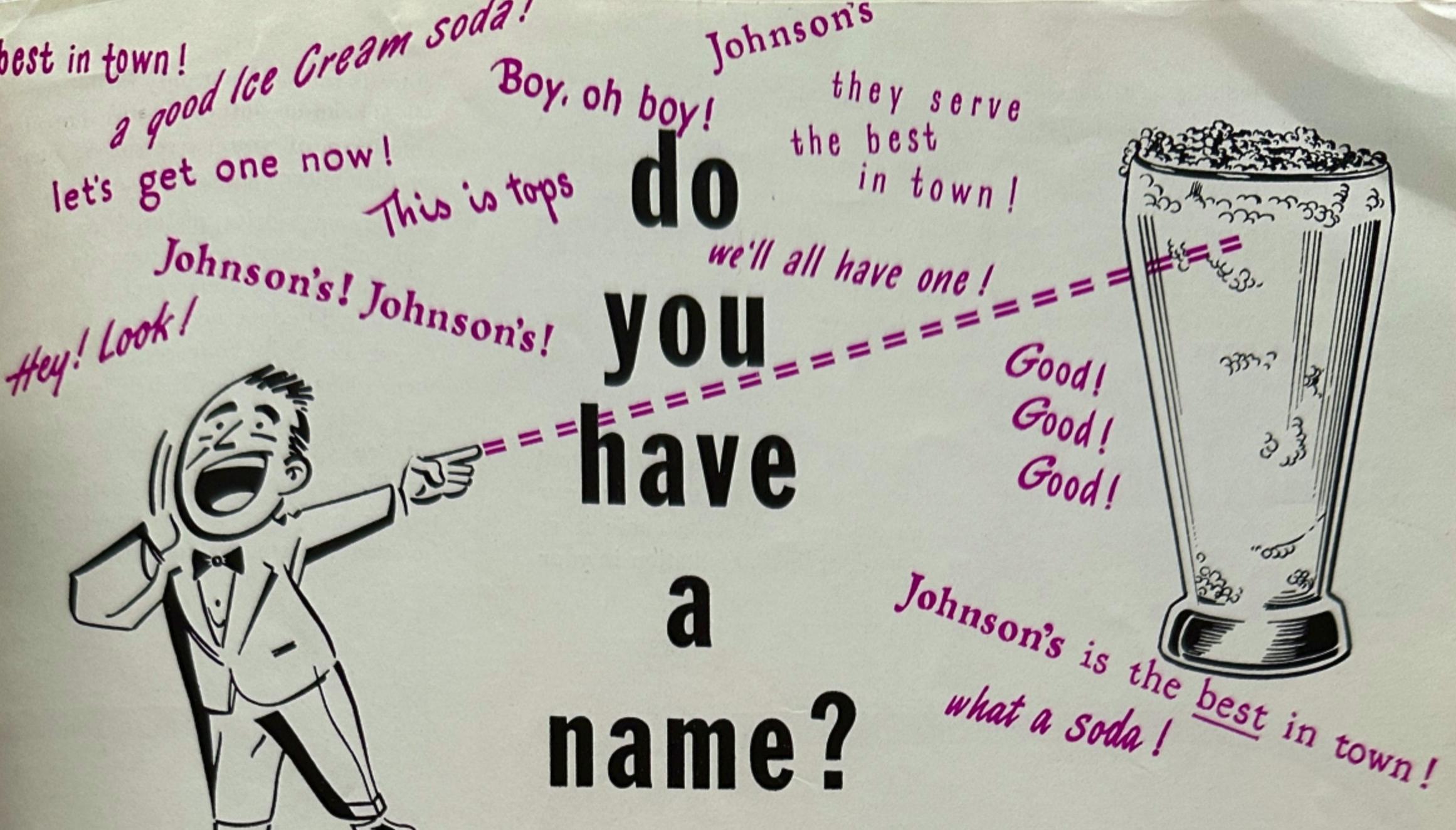
Dorothy Abbott, left, enjoys a strawberry soda while Lucille Casey hunts for her money. Miss Casey wears a spectator sports dress glowing aluminum threads while Miss Abbott's playsuit features shoulder bows and romper-like shorts.

—Photo by Acme.

ICE CREAM STYLES

The list of Ice Cream flavors at Will Wright's place draws the attention of Lucille Casey. Her "searchlight" print pique dress ties in a wide bow at the neck with a cape shoulder.

—Photo by Acme.



do you have a name?

Look here a minute. Two fellows are walking down the street—or maybe it's a fellow and his best girl—or two girls—or take any two people you want in your home town. Suddenly one of them says, "Gee, but I could go a good Ice Cream soda." That sparks the other's appetite and he (or she) returns, "Me, too. Let's go over to Johnson's Soda fountain. They serve the best Ice Cream sodas in town."

Brother, what wouldn't you do to have a name like that. That kind of name means money in the bank—it means more sales, repeat business, better profits.

So . . . is it difficult to get that kind of name? Not especially. All you have to do is *make* the best Ice Cream soda in town. It doesn't have to be an Ice Cream soda, understand. It can be a sundae or a milk shake or a banana split or any or all of the many Ice Cream items that have an irresistible appeal for so many people.

But because we tell you how to make a really good Ice Cream soda in this particular issue of the Ice Cream Merchandiser we'd like to have you consider the possibilities of making a *name* for your soda fountain on the merits of your own quality Ice Cream soda.

To get the right palate pleasing zest and sparkle into your Ice Cream soda you must have highly carbonated water as close to 32°F. as possible. Chilled syrups also play their part in creating the pleasing taste sensation that is synonymous with a good Ice Cream soda. Quality flavors and Ice Cream a-plenty mean that you're giving your

customers the best in ingredients blended in the proper amounts—neither under-portioning nor over-portioning. Proper dispensing is the technique of making the Ice Cream soda in the correct way—following the outline on page seven of this issue.

There are a few other factors that play their part in boosting your soda fountain to the top of the list in customer preference. One is sanitation—keeping a clean store and soda fountain where people will enjoy coming and eating their Ice Cream in pleasant, immaculate surroundings. That's a subject that has been discussed and will continue to be discussed in the pages of your Ice Cream Merchandiser because it's so vitally important to the success of your operation. It plays a very real part in helping you get your *name* and keeping it!

Another factor is courteous, cheerful, prompt service. Most people are naturally friendly, cheerful folks and they like to be treated in that way. Your soda fountain can go a long way toward acquiring an outstanding reputation if you'll see to it that the service is always friendly, always cheerful, always helpful.

A smiling, gracious dispenser or dispenserette behind a clean soda fountain serving quality Ice Cream items is a wonderful way to start spelling out your name—the reputation of your soda fountain—in capital letters.

What do you say?

Do you have a name?

how strong is your sanitation chain?...

Sanitation is the sum total of a number of cleaning jobs done well and performed with the regularity that makes for continued cleanliness. It includes what might sometimes wrongly be called minor, unimportant tasks. The frequent cleaning of drink mixers, fruit juicers, straw holders, Ice Cream dippers, etc., may, at times, seem trivial and unnecessary. It may seem like a burdensome chore that can be skipped over or rushed through hurriedly.

This is a mistake. Nothing is unimportant that contributes to better sanitation in your store. It's an old saying that "a chain is as strong as its weakest link". Sanitation in your

store is reflected not only in the general overall appearance of your store but also in the condition of your accessories, utensils and smaller pieces of equipment.

The accessories pictured on these pages and all other soda fountain accessories, therefore, merit your careful attention where cleaning is concerned. Don't let them be the "weak link" in your sanitation chain. Keep them clean and they'll help make your store and soda fountain a better, safer place to eat Ice Cream and other foods. You'll be repaid by the continued patronage of customers who appreciate complete cleanliness in even the smallest details.

drink mixers...

Clean the drink mixer frequently with a clean, damp cloth. Make certain that it is cleaned every day after closing time. Clean the agitator of the mixer by running it for several minutes in a mixing cup half filled with clean, hot water. Wash the mixing cups in warm, soapy water and rinse in clean hot water. If the inside coating of mixing cups has been worn off or pitted have the cups replated or buy new ones. Store mixing cups upside down in a dry, clean, cold storage compartment. Polish mixer with a clean damp cloth.

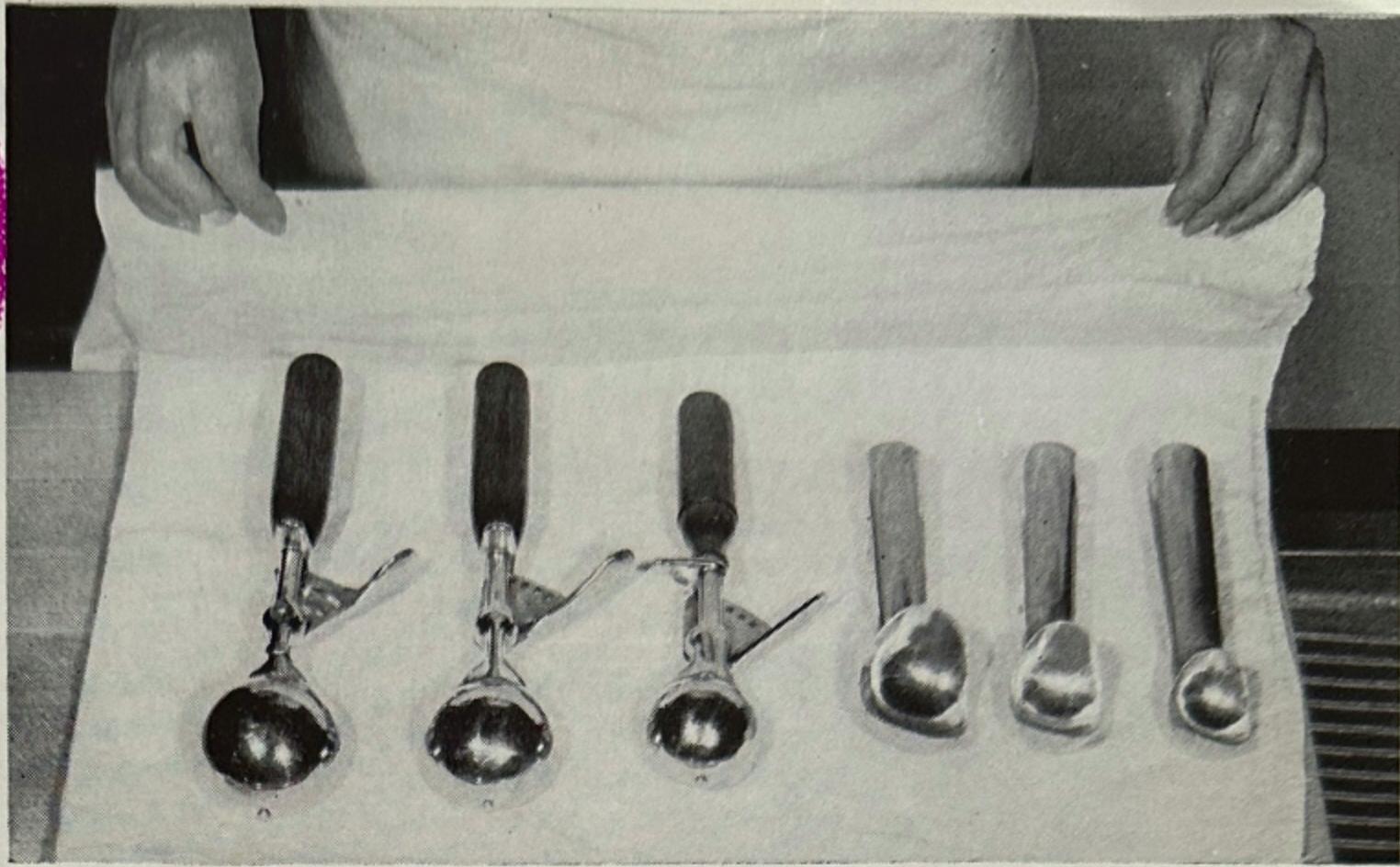


fruit juice

Take the fruit juicer apart frequently and clean thoroughly. Wash well in clean, hot water and place dry. Do not use a strong soap or ch

dippers . . .

At least once every day and always at closing time clean all Ice Cream dippers, spades and spoons with warm soapy water. Take mechanical dippers apart and scrub all surfaces. Use a fine brush to clean around the springs of spring type dippers. Rinse well in clean, hot water and then place on a clean surface. After closing cover with a clean cloth or store in a clean, dry place.



v....

ently and always at closing
warm, soapy water, rinse
on a clean surface to drain
rine solution on juicer parts.



straw holder . . .

Straw holders, menu holders, napkin holders, paper cup holders and other accessories should never be allowed to get sticky, dull or dirty. Wash accessories once a day at least in warm soapy water and rinse in clean hot water. Wipe frequently during the day with a clean damp cloth.



the ice cream soda

We're talking about the Ice Cream Soda, of course! It's all that and more—*when it's made right*. Better take another look at those last few words. *When it's made right*. Because an Ice Cream soda that's not made right can be a disheartening disappointment to a hopeful customer who has his heart set on one of the best selling drinks at the soda fountain—a really good Ice Cream soda.

But you honestly can't miss making it right if you follow, exactly, the formula on the opposite page. Don't skip any of the steps, don't underportion or overportion any of the ingredients, make sure that you blend well the syrup and the soda spoon of Ice Cream (or whipped cream or coffee cream) and you'll give your customers what they're looking for when they order an Ice Cream soda.

Let's not forget though, that you can help to get your customer in an Ice Cream soda buying mood. Don't just sit back and wait for sales. It's up to you to use your selling initiative, your merchandising ability to

make it right and it will make your store!

It has a zip and a zest, a sparkle and a sensation, a palate pleasing piquancy that sits customers right up on the edge of their soda fountain stools begging for more. It's a favorite in almost any flavor, a combination of downright deliciousness and good nutritious eating that has to go a long way before it finds a peer. It's the tops, the peak in providing customers with a thirst quencher that really satisfies and a goodly portion of their favorite food—Ice Cream.

promote sales.

How?

Well, first, place your point of sale material in conspicuous places where it will catch the eye of potential customers. Keep it clean and attractive looking and replace it when needed. Use menu clip-ons and lapel badges and that powerful sales stimulator—friendly suggestive selling by the dispenser or waitress.

You'll make a good Ice Cream soda if you follow the procedure on the opposite page, so don't hesitate to tell your customers about it. They like to know about anything extra special you have to offer. An Ice Cream soda *made the right way* is *extra-special*. So don't hold back with the friendly suggestions. *Give out* and your customers will *give in*.

Why shouldn't they? With a treat like an Ice Cream soda they'll not only give in but *they'll also give out* with praise. Start them doing that and you're on the way to more sales and better profits.

Double Chocolate Ice Cream Soda

Ingredients:

Chocolate Syrup
Ice Cream, whipped cream or coffee cream
Chocolate Ice Cream
Carbonated water

Procedure:

Into a sparkling clean 14 ounce soda glass or paper cup put 1½ ounces of chocolate syrup. Add a soda spoon of Ice Cream, whipped cream or 1½ ounces of coffee cream. Blend and add fine stream carbonated water until the glass is three fourths full. Then float into the carbonated mixture 2 #24 dippers of Chocolate Ice Cream. If the glass is not full finish filling with coarse stream carbonated water. Top with whipped cream.

Spotlite Orange Ice Cream Soda

Ingredients:

Orange syrup
Ice Cream, whipped cream or coffee cream
Orange, orange pineapple, or vanilla Ice Cream
Carbonated water
Slice of Orange

Procedure:

Into a sparkling clean 14 ounce soda glass or paper cup place 1½ ounces of orange syrup and a dash of acid phosphate or lemon juice. Add a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Blend and add fine stream carbonated water until glass is three fourths full. Float into the carbonated mixture 2 #24 dippers of Orange Ice Cream (orange - pineapple or vanilla Ice Cream may be used). If the glass is not full finish filling with coarse stream carbonated water. Garnish with a slice of orange.

ice cream soda

Variations . . .

Strawberry Ice Cream Soda

Ingredients:

Strawberry syrup, crushed sweetened fresh strawberries or fresh frozen strawberries
Ice Cream, whipped cream or coffee cream
Carbonated water
Vanilla or Strawberry Ice Cream
Whipped Cream

Procedure:

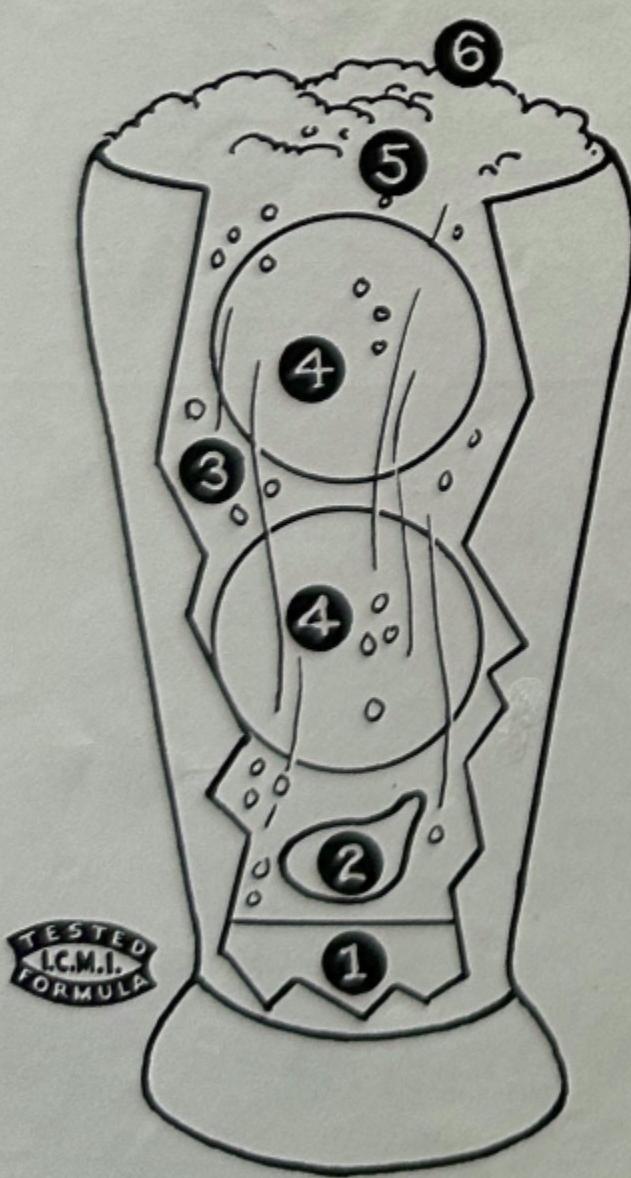
Into a sparkling clean 14 ounce soda glass or paper cup put 1½ ounces of strawberry syrup or crushed sweetened fresh strawberries. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ ounces of coffee cream. Fill three fourths full with fine stream carbonated water. Float into the carbonated mixture 2 #24 dippers of Vanilla or Strawberry Ice Cream. Finish filling glass with coarse stream carbonated water and top with whipped cream.

NOTE: If you use Strawberry Ice Cream and strawberry syrup or fresh crushed sweetened strawberries or fresh frozen strawberries call it a Double Strawberry Ice Cream Soda.

sing a song of sales with the . . .

basic ice cream soda

Into a 14 ounce sparkling clean soda glass or paper soda cup put 1½ ounces of syrup, fruit in syrup or crushed, sweetened fresh fruit. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ ounces of coffee cream. Fill glass or paper cup three fourths full with fine stream carbonated water. Float into the carbonated mixture two #24 dippers of Ice Cream. If the glass or paper cup is not full finish filling with coarse stream carbonated water. Garnish with whipped cream.



ice cream soda



Six Factors Necessary For a Quality Ice Cream Soda

- | | |
|---------------------|-----------------------|
| 1. High Carbonation | 4. Chilled Syrups |
| 2. Chilled Water | 5. Ice Cream A-Plenty |
| 3. Quality Flavors | 6. Proper Dispensing |

- 1 1½ ounce syrup, fruit in syrup, or crushed sweetened fresh fruit
- 2 1 soda spoon Ice Cream or whipped cream or 1½ ounces coffee cream
- 3 Carbonated water to ¾ths full
- 4 Two number 24 dippers of Ice Cream
- 5 Finish Filling
- 6 Garnish

Favors OF THE MONTH

April, 1948

APRIL brings spring showers and it will also bring increased Ice Cream sales if you get in the habit of suggesting take home Ice Cream. A friendly suggestion to your customers as to how Ice Cream can be used in different ways to make delightful, delicious eating at home will help give you the selling punch you need. Suggestions like the following, for instance . . .

Cherry Chocolate Parfait

Into a water glass place one teaspoon of chocolate syrup. Then add a portion of Vanilla Ice Cream. On top of this place 1 teaspoon of crushed red cherries, then a portion of chocolate Ice Cream. Next add a teaspoon of chocolate syrup and a portion of Vanilla Ice Cream. Top with a teaspoon of crushed red cherries, garnish with whipped cream and decorate with a whole red cherry. This makes a delicious, eye appealing dish that can be served proudly when an extra special dessert is needed at home.



Pop-O-Top

This is a sparkling, tangy Ice Cream soda that can be made very easily at home. Simply place a generous portion of Ice Cream in a tall glass, such as an iced tea glass. Then slowly pour chilled ginger ale into the glass to fill. Garnish with a spot of whipped cream and decorate with a cherry.



Pineapple Bouquet

Into an individual glass dish place two portions of strawberry Ice Cream and two portions of Vanilla Ice Cream. Make a ring of pineapple cubes on top of the Ice Cream, garnish with whipped cream and decorate with a cherry.



the difference is—
in the way you say it

THE RIGHT WORDS CAN SAVE A SALE

By RICHARD C. REAGER, Director of Public Speaking, Rutgers University

Too many salesmen fail to realize the importance of the Right Word at the Right Time in both making and saving any sale. Experience has shown that many sales are lost because of the wrong approach or the use of the wrong phrase. Perhaps the reason is one of "not knowing the difference"; perhaps it is because too many clerks, store owners, and soda dispensers "don't care". In either case the error causes lost business and lowered store prestige.

A customer enters the store. He is in a friendly mood; he wants certain merchandise; he is anxious to buy what he needs. He approaches a counter and says to one of the clerks, "Good morning." His tone is pleasant and gracious. What does he expect in return? Does he want to hear a friendly "Good morning", or will he be satisfied with a gruff, unfriendly, "What do you want?"

Maybe your customer won't care too much what you say in the way of greeting. Maybe he will buy what he needs regardless of the greeting you give. But one thing is certain, the impression he may have had of your store when he entered has immediately become lost because someone used the wrong words. What might have been a continued favorable impression becomes a negative one which will remain with that customer for a long, long time.

The right words, said in a friendly way, would have added to the impression the customer had about your store. The right words would have built future good will for not only the store but also for its staff.

Don't tell the customer:

"You're wrong, Mister, I know my business."
"You don't know your own mind."
"That's a dumb argument."
"I'm telling 'yuh'."

"Make up your mind, I'm busy."

"Don't tell me my business."

"I don't think you know what you really want."

"If you're using that product, Mister, it isn't any good."

"You're making a mistake to buy any other brand."

"I'm not interested in your point of view."

All of these phrases have been said in recent weeks in various stores in various communities, as clerks and soda dispensers talk to customers. There are many other similar phrases which are used. All would come under the general heading of "using the wrong word."

The intelligent store owner and those who work for him avoid the use of all such phrases. Yes, they avoid them as though each were poison. (Such phrases kill customer sales as effectively as if they were poison!)

Please remember:

1. That customers are neither wrong nor dumb; they do not have poor taste or bad judgment.
2. That your competitive product is neither worthless nor unusable.
3. If you would build volume sales you will always be interested in your customer's point of view and be interested in giving him friendly service always.

Friendly, tolerant, personalized speech will build customer good will.

The Right Words Can Save a Sale

FOR APRIL - - A REAL TREAT



Strawberry Vanilla

Printed in U. S. A.

BROUGHT TO YOU EACH MONTH BY YOUR PROGRESSIVE ICE CREAM COMPANY

Ice Cream Merchandiser

FROM MAKERS OF
COSTA'S FRENCH ICE CREAM

SALES

A N D P R O F I T S B U I L D E R



A STEP UPWARD
PROFIT POINTERS
QUICK CHANGE ARTISTS
MAKE MINE A MILK SHAKE
HOW DO YOU ANSWER YOUR TELEPHONE?

Ice Cream Merchandiser

Published Monthly

ICE CREAM MERCHANDISING INSTITUTE, INC.
BARR BUILDING

WASHINGTON 6, D. C.

A STEP UPWARD

FOR THE BENEFIT OF YOUR DISPENSERS

A doctor studies a long time before he is qualified to take up the practise of medicine. A lawyer spends many years in school taking courses that help him pass his bar examination and give him the right to handle legal cases for his clients. Automobile mechanics, interior decorators, salesmen, engineers—all have to study, all have to get practical experience in their trades, their professions, before they are capable of serving the public well.

Soda dispensing is a profession, too. There's an art in making any and all Ice Cream items in such a way that they combine a perfect blending of ingredients with the attractive eye appeal that causes customers to comment, "Say that was really a wonderful milk shake (or Ice Cream soda or sundae or banana split)".

An art such as this takes practise to attain. It requires a knowledge of good soda fountain techniques, a skilled know how in making the various Ice Cream dishes, a sense of salesmanship that will help influence the customer to buy, and insure his satisfaction.

Make your monthly *Ice Cream Merchandiser* the text book that will help you attain a higher place in your profession. Read it thoroughly each month and apply what you learn.

It will help you take that "step upward" to a higher place in your profession.

Gustemerich
Managing Director

Ice Cream Merchandising Institute, Inc.

Cover Picture:

This mouth watering, eye appealing collection of Ice Cream dishes offers striking evidence of the variety of attractive services in which Ice Cream can be presented to your customers. Delicious and nutritious Ice Cream prepared in distinctive services is a major factor in bringing customers into your store and bringing them back.

PROFIT POINTERS

Throughout the fruit season the use of fresh fruit stimulates Ice Cream soda and sundae selling as well as Ice Cream mixed drinks, freezes, etc.

If however, the fruit is not properly prepared and cared for, it quickly develops off flavors and drives away customers.

It is best to prepare only enough fresh fruit for a day's serving. Keep this fruit as cool as possible.

Here is the way to prepare fresh fruits for soda fountain use:



PEACHES—Wash thoroughly, peel and slice ripe peaches, removing any discolored spots. Depending on their sweetness, add granulated sugar, sufficient to sweeten and draw out the juice. Let stand in a cool place for an hour or so before using. Add a little lemon juice or fruit acid along with the sugar to prevent discoloration of peaches. Keep covered in a cool place when not in use and stir occasionally to keep fruit slices thoroughly covered with sugar and juice.



BLACKBERRIES, RASPBERRIES—Wash well and pick over berries, discarding soft moldy or unripe berries. Add granulated sugar: approximately 1 cup to 4 cups berries. Mix thoroughly and crush some of the berries slightly to hasten drawing out the juice. Let stand in a cool place for an hour or until sugar is entirely dissolved and juice developed. Stir well before each use.



Note: Blackberries usually need somewhat more sugar than raspberries due to their tart flavor.



BLUEBERRIES—Wash well and pick over berries carefully, discarding the unripe red or green berries. Discard also very soft fruit. Add granulated sugar—about $\frac{3}{4}$ cup to 4 cups fruit—and juice of 1 medium lemon. Stir to mix thoroughly and crush berries slightly. Let stand in a cool place until sugar is dissolved and juice developed. Stir well before each use.



PINEAPPLE—Peel and core pineapple, cut in small pieces and discard woody center core. Add 1 cup granulated sugar to 3 cups pineapple, mix thoroughly and let stand until juice has developed.

Note: Fresh pineapple has a slightly curdling effect on Ice Cream so many soda fountains heat fresh pineapple and sugar just to boiling point and cool quickly to overcome the curdling effect.

CHERRIES—Wash well and pit, discarding overripe or underripe fruit. Cherries may be crushed by putting through a food chopper or may be sliced. The large dark sweet cherries are usually left either in halves or in large slices. Prepare fruit by adding about 1 cup granulated sugar to 3 cups sour red cherries; 1 cup to 4 cups sweet white or dark red cherries.

BANANAS—Peel bananas, and cut fruit into slices or dice, depending upon use. Cover immediately with lemon juice to prevent discoloration. All granulated sugar to sweeten.

Usually bananas are not used alone as a sundae topping but are very popular combined with oranges, pineapple or other acid fruit.



SHORT CHANGE ARTISTS

By HAROLD ZIEGLAR

Condensed From THE CRACKER BAKER
American Trade Publishing Co., New York, N. Y.

Short change artists who work in pairs have many dodges to fleece careless retailers and clerks, and their trickery is always coated with plausibility.

Every cashier, as well as other employees, should be familiar with the following schemes of short change artists who work in pairs or even teams.

THE WITNESS SYSTEM—There is many a deadbeat who will claim that he gave the clerk a five or ten dollar bill when he actually gave him only a single. A new type of short change artist uses the same claim, but instead of working alone has a team of confederates to aid him or her in the swindle.

The confederates, usually a couple, are planted in the store. When the short-changer claims that he gave a five instead of a single, the confederates, within hearing of the conversation, verify the claim. Since they are not with the person who puts in the claim, and seem to be strangers to him, clerks often take their word and make good on the claim.

The best safeguard against this type of swindle is for a clerk who believes that a customer gave him a single to give change for just that and not for a five or ten—no matter how many outsiders enter the argument and substantiate the customer's claim. Then the clerk can tell the customer to come back at closing time, when the register is checked. If a mistake has been made, it will show up at that time and the customer will receive his or her change—if any is due—with apologies.

THE PHONE NUMBER RACKET—This racket is worked by two short-changers who enter a store separately. One appears first, makes a few small purchases with a five or ten dollar bill, then leaves. A few minutes later the second one appears, makes a purchase, and pays for it with a single. As he is about to leave, he looks at his change and tells the clerk that he gave him a ten dollar bill. If the clerk shows that he isn't too certain about the bill, the short changer presses the point, stating that he can identify the bill because it is one on which he wrote a telephone number the night before. Moreover, the number is written in green

ink, he says, at the same time producing his fountain pen, which is filled with green ink. The clerk looks in the register, finds the bill, and gives the man what seems to be his rightful change. The bill is in the register, of course, but it was one given by the first swindler.

The best guard against this type of swindle is to tell the customer to return at closing time, and not to relent regardless of the protests he undoubtedly will make. The clerk can be sure he won't come around at closing time.

THE DROPPED BILL—In this short change scheme, a confederate is planted in the store. When he gets his change from a large bill, he quickly strips one of the singles from the bills and drops it on the floor, then hands the bills back to the clerk, saying that he is a dollar short. If the clerk gives him another dollar, he takes his change and leaves the store immediately without bothering to try to pick up the bill that he dropped on the floor. The other short-changer is nearby and walks over and places his foot on the bill until the opportunity arises to retrieve it from the floor.

THE FLIM-FLAM—In this swindle, the first short-changer enters the store and asks the clerk to give him a five dollar bill for five singles. As the clerk gives him the five dollar bill, the short-changer rolls the singles into a small wad and throws them on the counter. Just as the clerk starts to unwrap the singles, the swindler's accomplice enters the store and anxiously asks the clerk the whereabouts of a fictitious person. The accomplice implies that he or she is from the press and a big news story is going to break about the person in question.

While the questioning is going on, the clerk, unwrapping the bills given him by the first man, finds that there are four singles and a five-dollar bill. The short-changer acts as though he, too, has just noticed that he gave the clerk too much money. He takes another single from his pocket. While the second swindler continues to question the clerk and keeps him from concentrating on the change, the first one tosses the clerk another single and says, "Here's another dollar. Just put it with the nine I gave you and give me a ten spot while you're at it." A good many clerks get fooled on this one because of the distraction of the "member of the press."

THE SECRET SERVICE MAN—This racket is worked many times. In it, a short-changer enters a store, makes a small purchase, and pays for it with a \$20 bill. He lingers long enough for the clerk to remember his face. A few minutes after he departs an older man enters, shows credentials that supposedly identify him as a Secret Service man or other officer, and tells the clerk that he is on the trail of a counterfeiter who is passing bogus \$20 bills. He then pulls out a picture of the counterfeiter, whom the clerk recognizes as the man who was in the store earlier. "The officer" next produces the serial numbers of what he says are counterfeit bills and asks the clerk to check his register to see if the young man gave him one. The clerk does and finds one of the bills. The officer tells him that he will have to confiscate the bill for use as evidence, but that the store will be reimbursed in a few days. He gives the clerk a receipt for the bill and leaves in pursuit of the counterfeiter.

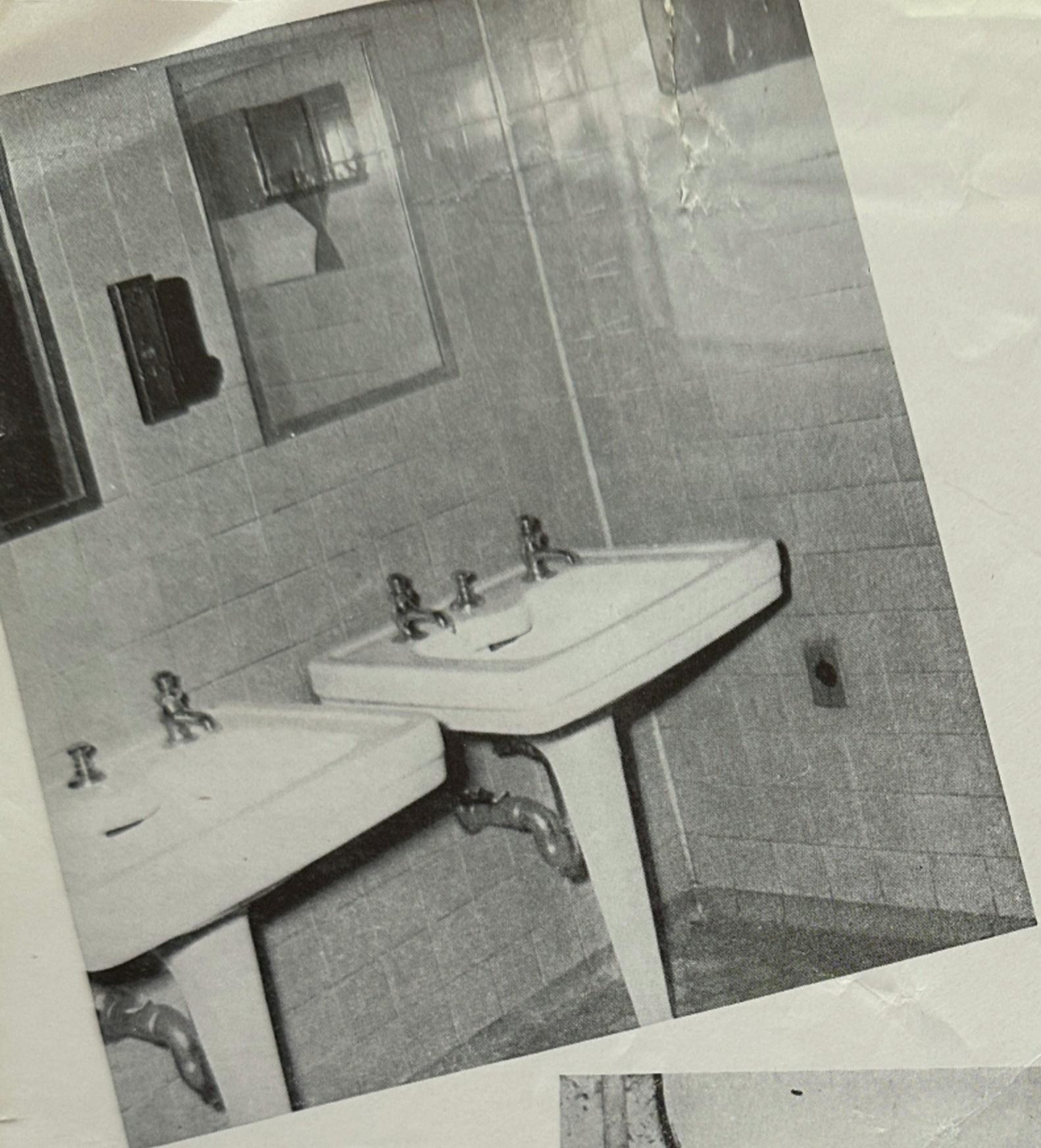
In this case, the bill handed over was genuine but the "officer" and the "counterfeiter" were just a couple of short-change artists working an old scheme.

Sanitary Toilet Facilities

Here is a washroom that meets the requirements of good sanitation. Notice the mirror above the wash basins, the dispenser with individual paper towels, the sanitary soap dispenser, the plumbing in good repair, the clean, free floor and walls.



Not only is this toilet and washroom unsanitary but it's utterly offensive to anybody with the slightest pretensions to cleanliness. It constitutes a health hazard to anybody who uses it and certainly has no place in a store that serves food to the public. It has no place anywhere—period.



A Necessary Part of Every Clean Store

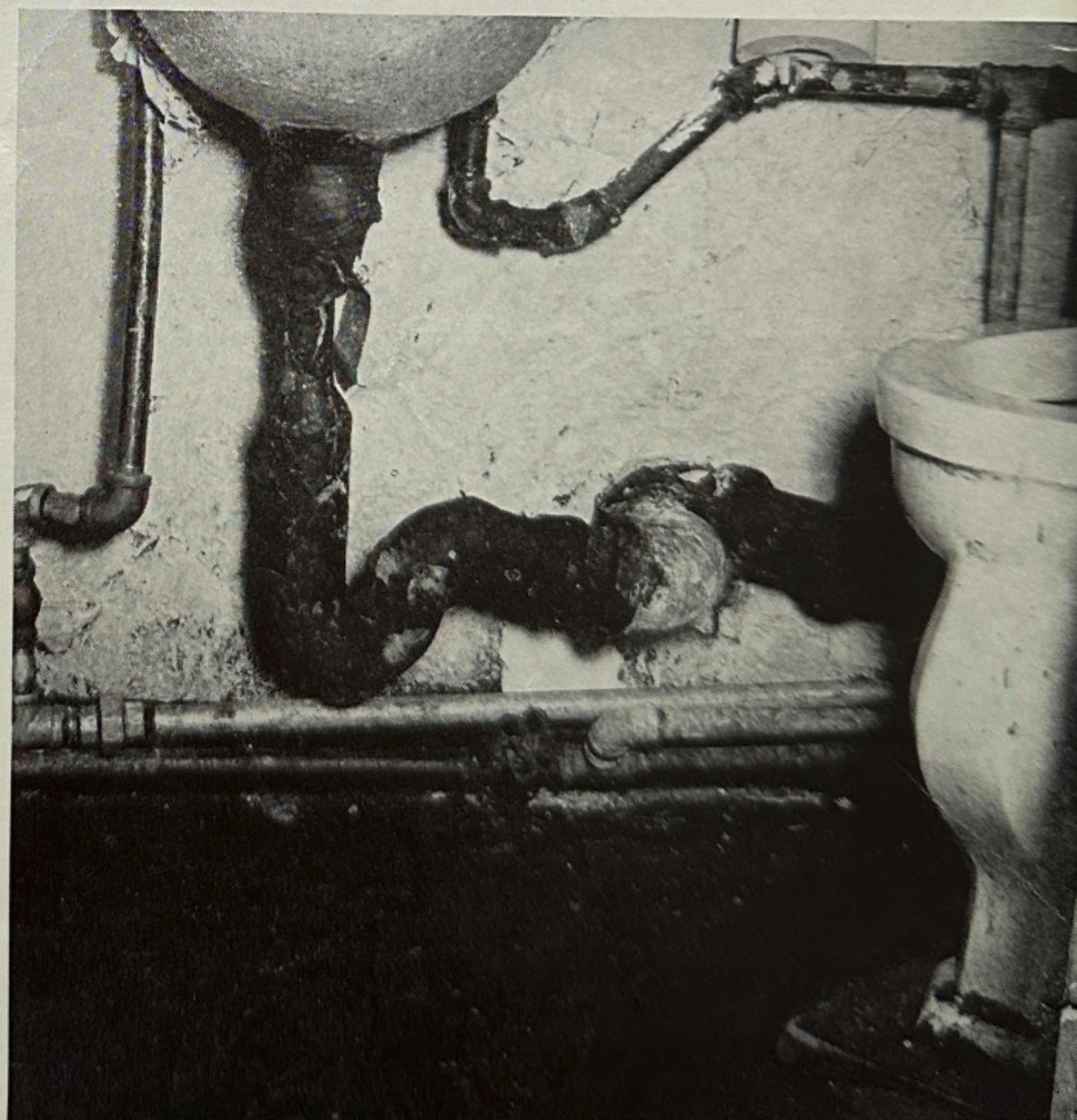
Sanitation and cleanliness in all its aspects should be the goal of every store operator who sells Ice Cream and other foods to the public. From cellar to ceiling everything must be clean including toilets and washrooms. A sanitary room where employees can clean and groom themselves properly is essential if the hazard of spreading contamination and disease through food services is to be overcome.

Always have toilets and washrooms cleaned once a day, make certain there is a sufficient supply of hot and cold running water at the wash basin and keep available individual towels and plenty of soap. A mirror in the washroom will give employees the opportunity to check their appearance before they leave.

One major rule that can never receive too much emphasis because of its extreme importance is: **ALWAYS WASH YOUR HANDS BEFORE LEAVING THE WASHROOM OR TOILET.**

Another washroom, clean, well lighted and obviously sanitary. The self closing door automatically keeps the toilet room shut off from the remainder of the store—an example of sanitation in practice.

This picture shows you the other extreme. Small, cramped space, improper ventilation, inadequate lighting, plumbing in bad repair, holes in the walls, dirt on the floor, toilet bowl and wash basin dirty. No store could be called sanitary with a washroom in this condition.



"Make Mine — a — Milk Shake"

That's what your customers will say "Make mine a milk shake," if you consistently make a good, top quality milk shake. Getting them into the habit of coming into your store and saying just that will help you to fall into the profitable habit of making more sales.

A good milk shake isn't made by merely dropping some Ice Cream into some milk and then putting the combination on the mixing machine. No. A quality milk shake requires the exact proportions of the right ingredients at the right temperature mixed for the correct amount of time.

For instance, you can make an infinitely better milk shake when the temperature of your milk is as close to 32°F. as you can get it. The colder the milk the better. Warm milk in a milk shake just won't give you the volume, texture, the body, the flavor that cold milk will.

Follow the formulas exactly as they're

given on these pages and you won't have any trouble in making a milk shake that your customers will like. And don't forget your merchandising—the power that puts the punch into sales.

"Let the customer know you have it." That's a quote that carries a high quota of merchandising know how. Use signs, lapel badges, menu clip-ons, suggestive selling—everything that's in the merchandising encyclopedia—to "let the customer know you have a good top quality milk shake to sell".

Do that and you'll have your best friends (your customers, of course) saying: "Make mine a milk shake".

Variations OF THE MILK SHAKE

Coffee Milk Shake

Ingredients:

Cold pasteurized milk
Vanilla or Coffee Ice Cream
Coffee Syrup
Whipped Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces of coffee syrup and 2 No. 24 dippers of Vanilla or Coffee Ice Cream. Place on mixer until thoroughly blended. Pour into a whipped cream dotted thin shell glass or paper service and serve the mixing cup on the side for overpour.

Honey Egg Malted Milk

Ingredients:

Cold pasteurized milk
Fresh honey
Vanilla Ice Cream
Fresh Egg
Malted Milk
Whipped Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1¼ ounces strained honey, 2 No. 24 dippers Vanilla Ice Cream, 1 fresh egg and 1 soda spoon or 1 trip of malted milk powder. Place on mixer until well blended, then pour through a strainer into a whipped cream dotted thin shell glass or paper service, and serve the mixing cup on the side for over pour.

Broadway Milk Shake

Ingredients:

Cold pasteurized milk
Chocolate Ice Cream
Coffee Syrup
Whipped Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces of coffee syrup and 2 No. 24 dippers of Chocolate Ice Cream. Place on mixing machine long enough to blend thoroughly. Pour into a whipped cream dotted thin shell glass or paper service and serve with mixing cup on the side.

Fresh Strawberry Milk Shake

Ingredients:

Cold pasteurized milk
Vanilla or Strawberry Ice Cream
Fresh crushed sweetened strawberries
Whipped Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces fresh crushed sweetened strawberries and 2 No. 24 dippers of Vanilla or Strawberry Ice Cream. Place on mixer until thoroughly blended. Pour into a whipped cream dotted thin shell glass or paper service and serve the mixing cup on the side for overpour.

Milk shake... Sales Stimulator

Basic Formula

Ingredients:
Cold pasteurized or homogenized milk

Vanilla Ice Cream
Syrup (desired flavor)

Whipped Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk or 5 ounces cold homogenized milk. Add 2 No. 24 dippers of Vanilla Ice Cream and 1½ ounces of desired syrup. Place on mixer long enough to blend thoroughly. Fill a whipped cream dotted thin shell glass or paper service ¾ths full and serve the mixing can on the side for overpour.

FIVE FACTORS IN MAKING A QUALITY MILK SHAKE

1. Use cold milk (as close to 32° F. as possible).
2. Use cold syrup—of high quality.
3. Use plenty of Ice Cream (follow formula).
4. Use cold mixing cup.
5. Leave on mixer right amount of time.

VARIOUS WEIGHT MILK SHAKES AND MALTED MILKS

Lightweight:

6 ounces cold pasteurized milk
1½ ounces Syrup
2 No. 24 dippers Ice Cream*

Middleweight:

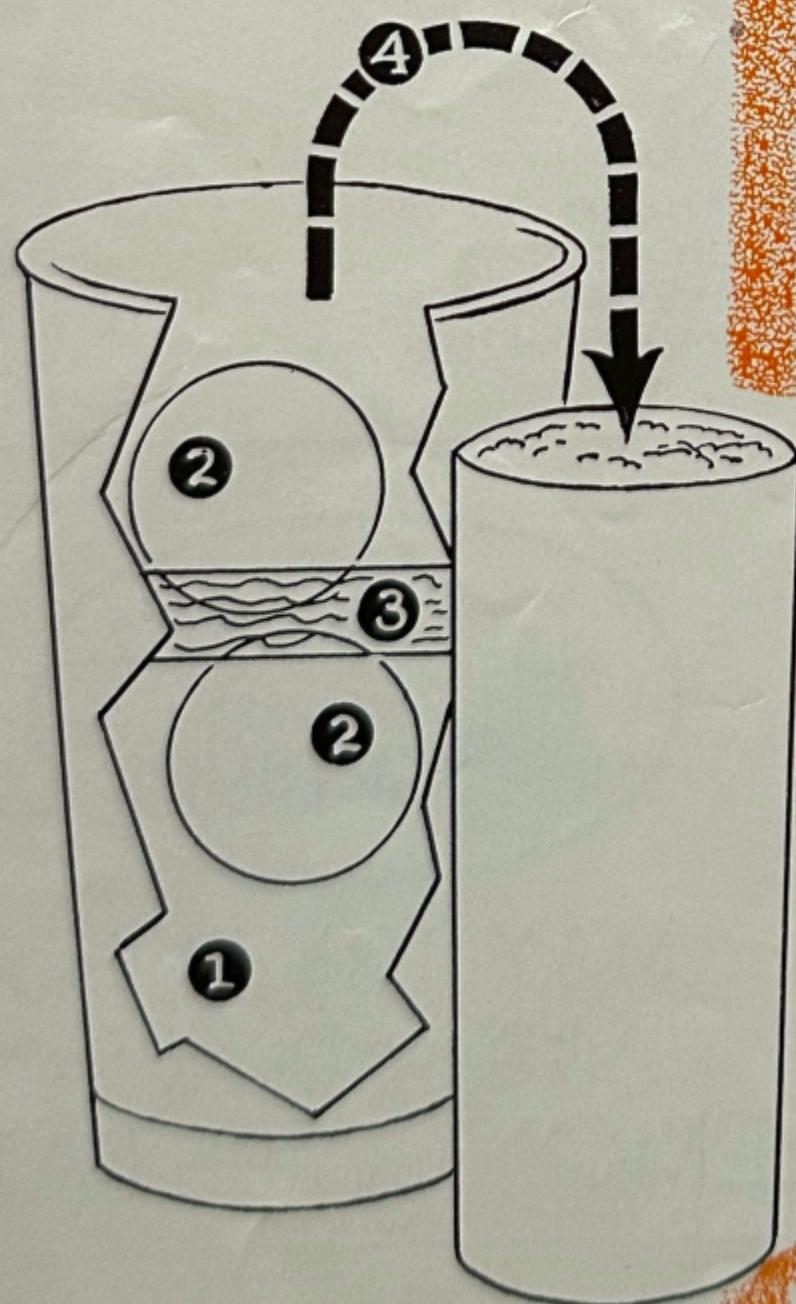
5 ounces cold pasteurized milk
1½ ounces syrup
3 No. 24 dippers Ice Cream*

Heavyweight:

4 ounces cold pasteurized milk (very cold, slush if possible)
1½ ounces syrup
3 No. 24 dippers Ice Cream*

*If malted milk is used—1 trip or 1 spoonful added at this time.

1. 6 ounces cold pasteurized milk
2. 2 No. 24 dippers Ice Cream
3. 1½ ounces syrup
4. Pour into a whipped cream dotted thin shell glass or paper service.





SUCH A GOOD MILK SHAKE . . .
... or so the young lady seems to indicate as she goes to work on her favorite drink.

Children think the milk shake, with its pleasing coolness and Ice Cream flavor is "super". It's packed full of goodness too, for young America with milk and Ice Cream combining in a double portion of dairy products nourishment.

"Extra Curricular" Excitement At Ice Cream Merchandising Institute Training School

Saturday, March 6, E. E. Smith, one of the "Students" at the fifth ICMI Training School for Ice Cream Company Merchandisers, went home for a "blessed event" in his household.

The class, reassembled on Monday, were highly amused by the following wire:

"YOUR STUDENT SMITH ANNOUNCES DEFINITE GALLONAGE INCREASE DURING ICMI COURSE—ITS TWINS—ONE LILY FLAT BOTTOM AND ONE LILY VEE CUP STYLE. EVERYONE HAPPY INCLUDING THE DAIRY."

Cigars were passed by proud Papa Smith and faculty and students joined in felicitations to the happy parents and best wishes to the new additions.



How Do You Answer Your Telephone?

By RICHARD C. REAGER
Director of Public Speaking, Rutgers University

The phone was ringing in a drugstore. It rang and rang. Finally, a clerk grabbed it and his "Hello" was both unfriendly and unpleasant. He had been busy; he was interrupted in that work; in fact he was annoyed by the ringing of that telephone; and when he answered, he indicated that annoyance.

The thing he forgot was that the person on the other end was probably annoyed also—annoyed at the time he had to wait for the answer, and annoyed at the tone given in the greeting. Two people, both annoyed, are a complete guarantee that nothing pleasant will result from their conversation.

Please answer your telephone quickly and pleasantly. Make your telephone "hello's" invite friendly customer reaction. Do not repel or kill whatever customer interest and goodwill might have been present when the call was originally placed.

Talk to others on the phone as you would talk to friends in your own home. Have a smile in your voice and in your manner. Always create through your telephone conversation, a feeling of pleasure that the call was made. Indicate that the service requested is not only welcome but will be cheerfully given.

Often a telephone call to your place of business only requires some information. Give that information gladly and close your conversation with a request to "Please call again. If we can serve in any way at any time, just let us know."

Such calls for information may eventually lead to calls which place orders.

Never act annoyed at a call or at the caller. Don't argue over a phone; don't raise your voice; don't "bang" the receiver.

Never answer a telephone with a "Yes?"—or with a "Hello"—or with a "What is it?" Always identify your place of business and give your own name. Add a "Good morning," or a "Good afternoon" also. Such an answer, when your phone rings, might be like this:

"Good morning. This is the Bungalow,
Warren speaking, May I help you?"

This tells the whole story and makes the caller feel that his or her call is a personal matter and, being personal, will be taken care of in a friendly and efficient manner. Doing this when you use the phone will automatically guarantee the building of customer goodwill and that in turn will build Volume Sales for you and your store.

HOW DO YOU ANSWER YOUR TELEPHONE?

the difference is—
in the way you say it



When MAY 15th Rolls Around
Ask Your Driver for
LEMON CUSTARD

Printed in U. S. A.

BROUGHT TO YOU EACH MONTH BY YOUR PROGRESSIVE ICE CREAM COMPANY

Ice Cream Merchandiser

FROM MAKERS OF
COSTA'S FRENCH ICE CREAM

SALES

A N D P R O F I T S B U I L D E R

June
IS DAIRY
MONTH



IT'S UP TO YOU!
HOW TO SELL MORE "TAKE-HOME" ICE CREAM
THE PERFECT PARTNER FOR ICE CREAM
HAND PACKING "TAKE-HOME" ICE CREAM
GET READY TO SELL FREEZES

In This Issue....

SEE PAGE 2 FOR DETAILS OF BIG PRIZE CONTEST!!

JUL. 2, NO. 6

JUNE 1948

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Ice Cream Merchandiser

Published Monthly

ICE CREAM MERCHANDISING INSTITUTE, INC.
BARR BUILDING

WASHINGTON 6, D. C.

CONTEST RULES

- 1 Take a picture of an Ice Cream window set-up to advertise "Take-Home" Ice Cream you use in your store during June 1948.
- 2 Send us a *glossy print* not smaller than 5" x 7".
- 3 With the picture send an idea you have used to increase Take-Home Ice Cream sales, either ready-filled or hand packed, and how much increase you had.
- 4 Tear off this page, fill out space at bottom and mail to Ice Cream Merchandiser Contest, 1022 Barr Bldg., Washington 6, D. C. not later than midnight June 30, 1948. *No Entry Considered* unless this page comes with it.
- 5 All pictures and letters become the property of ICE CREAM MERCHANDISING INSTITUTE, Inc. and cannot be returned. Decision of the judges will be final.

Could you use a bond? Why, sure! Someone's going to get one. Why not you? Send as many pictures and ideas as you wish but be sure to send this page with your entries.

JUDGES

Entries will be judged by the following:

ROBERT C. HIBBEN, Executive Secretary, International Association of Ice Cream Manufacturers, Washington, D. C.

HENRY LIEBSCHUTZ, President, Advertising Inc. of Washington, D. C.

GEORGE GEE, Blakeslee-Lane, Washington, D. C.

Decision of the judges will be final.

application
blank

THIS BLANK MUST
ACCOMPANY YOUR ENTRY

The Contest is on... You have to "sell to sell". A window display of Ice Cream services for "take-home" will tell the world you have Ice Cream—will bring more people in to buy. An idea that sells more Ice Cream to take home, brings you greater profit on investment.

The Ice Merchandising Institute wants to help you bring in more customers who take out more Ice Cream. That's why we've set up the contest explained on this page.

A selling window—a selling idea—can perhaps win you a bond. Worth a try, isn't it?

Plan now to get your window set—a picture taken. Send it to us with your idea for selling "take-home" Ice Cream, either ready-filled or hand-dipped packages, and what it did for you. You are privileged to ask your Ice Cream company for help.

The judges will decide—and may the best man win!

Good luck to you and send in your entries promptly. Winners' names will be published in the September ICE CREAM MERCHANDISER.

Gust Hennerich

Win a Bond!

TAKE A PICTURE... WRITE A LETTER...

What "take home" Ice Cream window are you featuring this month of June? Does it attract more people to buy? What ideas have sold more "take home" Ice Cream for you? The Ice Cream Merchandiser believes more people buy Ice Cream to take home if store windows catch attention and snap the buying impulse into action. Simple ideas followed through often create volume sales.

So—here's our proposition. It's as easy as One, Two, Three.

1. Put in an Ice Cream window display in June 1948 according to your own ideas to emphasize take-home Ice Cream, either ready-filled or hand-packed. Watch customer reaction. Then send us a picture of the window. The selling idea of the window is **important**—quality of the photograph is secondary.

2. Write us an idea which you have used to sell more Ice Cream for take home, either ready-filled or hand-packed, and how much more it sold for you. Just the idea—and how it worked—and how much more Ice Cream you sold because of it.

3. Use this page as your entry blank. Mail with picture and idea to Ice Cream Merchandiser Contest, 1022 Barr Building, Washington, D. C. before midnight June 30, 1948 and you're in the contest.

For the best picture and letter (must have both to be eligible to win) The Ice Cream Merchandiser will give:

1st Prize—\$100 U. S. Savings Bond

2nd Prize—\$ 50 U. S. Savings Bond

3rd Prize—\$ 25 U. S. Savings Bond

Next ten best, each will receive a copy of "Let's Sell Ice Cream" autographed by George W. Hennerich, Managing Director, Ice Cream Merchandising Institute, Inc.

To the **salesman of the Ice Cream Company**, serving the store which wins the first prize, a free tuition (value \$115) to the ICMI Training School for Ice Cream Company Merchandisers, Washington, D. C.

Let's go—Here's your chance to win a Bond with a picture and an idea.

APPLICATION BLANK

I submit herewith a picture of an Ice Cream window displayed in my store during June Dairy Month, 1948—and an idea which sold more "take home" Ice Cream in my store.

Date _____

Name _____

Address of Store (Street) _____

City _____

State _____

I purchase my Ice Cream from _____

Salesman's Name _____

Company _____

IT'S UP TO YOU . . . A CHALLENGE AND AN OPPORTUNITY!

It's sitting right in your lap now. A big challenge and a wonderful opportunity. The *challenge*—sell more take-home Ice Cream. The *opportunity*—a chance to increase your profits to an extent limited only by the pep and energy you put into your selling campaign.

June is Dairy Month and dairy products will be brought to the attention of people all over the world with special promotion and advertising. Ice Cream, a nutritious and delicious dairy food, is featured right smack on the Dairy Month poster reproduced on this month's cover of your Ice Cream Merchandiser.

It's up to *you* now. Everybody likes Ice Cream. It's good and good for your customers. It's nutritious, it's delicious—it's a natural to increase your sales and bring in those extra profits.

A field that's wide open for those increased sales is take-home Ice Cream, both ready-filled and hand-packed. Get your customers eating Ice Cream at home. Get them in the buying mood with the right kind of selling.

What's the right kind of selling? you say.

All right, let's take a look at some of the ways you can increase your sales of take-home Ice Cream and your profits at the same time. Remember it takes a little extra energy on your part, a little extra pep and zip in your selling, but it pays off—pays off in a big way.

Did you ever try the sampling idea? There's a natural. Just spoon-dip samples of Ice Cream into small paper cups. It's always good business to capitalize on the Flavor-of-the-Month. Offer these samples of Ice Cream to your customers when they come into your store. Let them actually taste the delicious goodness, the creamy texture, the unusually fine flavor of the Ice Cream.

You can go a little further with this sampling idea. Contact one of your local appliance dealers. Ask him to lend you a home refrigerator for a day or two days or a week to use in your store for the purpose of offering samples of Ice Cream to your customers and showing home makers *how easily they can keep Ice Cream in their home refrigerators*. Your local appliance dealer will be willing to do this because it means free advertising for him.

Set the home refrigerator in a prominent position in your store and have a girl dressed in a clean uniform sampling Ice Cream directly from the home refrigerator to your customers. She can spoon it into small paper cups from a quart, half gallon or gallon package taken right from the home refrigerator. While she does this she explains how easily Ice Cream can be kept at home and what a delicious treat it is for meal-times, parties, bridge games, evening get-togethers and bed-time snacks.

A smiling, courteous gracious girl sampling Ice Cream to your customers in this realistic, just-as-you-do-at-home way will help tremendously in increasing your take-home sales of Ice Cream. And the big point is that once you show your



Take Home "ENOUGH" ICE CREAM



customers how easy it is to keep Ice Cream at home and get them in the habit of buying it they'll bring in the repeat business that means so much to you.

You can also suggest to your customers other items that go well in combination with Ice Cream. On pages 4 and 5 of this issue of your Ice Cream Merchandiser you'll find many combinations that you can suggest to your customers. When they find out how many delicious ways Ice Cream can be served at home they'll return to your store again and again to buy more.

To put over this selling campaign as effectively as possible get your employees in a huddle. Explain to them what you're trying to do. See that they're prepared to suggest take-home Ice Cream to your customers. Make them familiar with the items that go well in combination with Ice Cream. Tell them to suggest take-home Ice Cream at every opportunity. Remind them that take-home Ice Cream should be put in a bag, preferably an insulated bag.

Use Ice Cream window displays to attract customers and bring them into your store. Put your own ideas into action—flash the message of Ice Cream, delicious nutritious Ice Cream for sale in your store.

If your store has a cashier place a sign at the cash register which says, "Take Home Enough Ice Cream" or some similar reminder. Have your cashier, in a gracious friendly manner suggest take-home Ice Cream to your customers as they pay their check.

Now let's review briefly some of the things you can do to increase your sale of take-home Ice Cream, both ready filled and hand packed . . .

1. Offer samples of Ice Cream to your customers.
2. Place a home refrigerator in a prominent position in your store and have a girl dressed in a clean uniform offer samples of Ice Cream to your customers with friendly, gracious suggestions as to the many ways Ice Cream can be served at home.
3. Feature Ice Cream in combination with other items.
4. Familiarize all your employees with your special Ice Cream selling campaign. Get them to suggest take-home Ice Cream, both ready filled and hand-packed, to your customers.
5. Place take-home Ice Cream in a bag, preferably an insulated bag for the convenience of your customers.
6. If you have a cashier, place a sign at your cash register suggesting take-home Ice Cream. Have your cashier make the same suggestion in a gracious way.
7. Check your newspapers for parties, weddings, etc., and telephone to see if you can sell them some Ice Cream.
8. Place an Ice Cream display in your window.
9. Use your own ideas, your own initiative, your own pep to sell more take-home Ice Cream.
10. Set a quota of Ice Cream sales for your store for a certain period and get all your employees working to reach that quota. If you don't reach that quota make it your business to find out why!



Take Home "ENOUGH" ICE CREAM

HERE'S HOW YOU CAN SELL MORE TAKE H

To sell more take-home Ice Cream, both ready-filled and hand-packed, and increase your profits suggest to your customers various ways in which Ice Cream can be served at home. On these pages are listed and pictured various items that go well in combination with Ice Cream. By suggesting Ice Cream and another product in a unit sale you are not only helping your customers by offering them suggestions on how to serve Ice Cream at home but you are also selling other items which give you an additional profit.

If the combined selling price of the Ice cream and the item you are offering in combination with it should, for example, come to fifty cents you can feature it as a special for forty nine cents.



HOME ICE CREAM . . .

- 1 A gallon of Ice Cream and two 1 dozen packages of cup cones.
- 2 A half pint of Ice Cream and a 1½ ounce package of Sugar Wafers.
- 3 A pint of Ice Cream and a small can of Marshmallow Topping.
- 4 A half gallon of Ice Cream and a jar of Butter-scotch.
- 5 A quart of Ice Cream with 4 Bananas or a pint of Ice Cream with 2 bananas.
- 6 A quart of Ice Cream with a jar of Date Butter.
- 7 A pint of Ice Cream with a small can of apricot sundae topping.
- 8 A half gallon of Ice Cream with an Angel Food cake.
- 9 A pint of Ice Cream with a jar of cherry rings.
- 10 A gallon of Ice Cream with a can of Fruit Cocktail.
- 11 A pint of Ice Cream with a 3 ounce package of Sugar Wafers.
- 12 A quart of Ice Cream with a can of crushed pineapple.
- 13 A half gallon of Ice Cream with a pound box of cookies.
- 14 A quart of Ice Cream with a jar of pecan halves.
- 15 A quart of Ice Cream with a small box of cookies.
- 16 A quart of Ice Cream with a jar of Brandied Date-Nut Topping.
- 17 A pint of Ice Cream with a small can of chocolate flavored syrup, chocolate topping, pineapple topping, butterscotch or strawberry topping.
- 18 A pint of Ice Cream with a small can of chocolate flavored fudge or butterscotch sundae topping.
- 19 A quart of Ice Cream with a jar of chocolate butterfudge dessert.

*do this
and you'll have your
customers doing this*



HOME COMBINATIONS WILL HELP YOU SELL MORE ICE CREAM

Mr. and Mrs. Consumer who buy the Ice Cream you sell would appreciate your helpful suggestions on the variety of ways Ice Cream can be served at home. As an alert merchandiser of Ice Cream you can stimulate and increase your sales of take-home Ice Cream by offering helpful hints on the many novel and appetite appealing ways to present Ice Cream attractively at home. For instance, let's take a few of the combinations outlined on the opposite page and see how they can be combined to make delicious and nutritious eating that will bring a happy smile to the faces of your satisfied customers . . .

A GALLON OF ICE CREAM AND TWO PACKAGES OF CUP CONES— here's a treat that will delight every child in your market area . . . delicious Ice Cream served in cup cones. Mother will be pleased with this easy-to-serve nutritious food that she can give to the children in their hungry moments—and when aren't children hungry!

A HALF GALLON OF ICE CREAM AND A JAR OF BUTTERSCOTCH— a simple way to make butterscotch sundaes right at home. Just right

for dinner dessert, party time pleasure, bridge clubs, luncheons—any time or place where delicious eating is in order.

HALF GALLON OF ICE CREAM AND A LARGE BOX OF COOKIES— cookies and Ice Cream. A treat that's hard to beat with a minimum of preparation and serving time. Mother will go for that idea—and don't think Dad and the children won't, too.

ICE CREAM AND BANANAS— your customers can make banana splits right in their own home with toppings they have in their refrigerator. Or they can slice bananas on top of the Ice Cream—a mighty fine combination. See what we mean? With "talking up" on your part you can not only help yourself by increasing sales but also help your customers who are always on the look-out for something that everybody likes—just plain good eating—and good for them, too!

So help yourself to more sales and better profits by displaying combinations that go well with Ice Cream. Combinations that will help you sell more take-home Ice Cream.

SOMETHING NEW HAS BEEN ADDED . . . AND IT'S THE PERFECT



RECIPE FOR BETTY CROCKER SUNBURST "CHIFFON" CAKE

GET READY Heat oven to 325° (slow moderate). Sift an ample amount of Gold Medal Flour onto a square of paper.

STEP 1 Measure (level measurements throughout) and sift together into mixing bowl: 2 cups sifted GOLD MEDAL Flour (spoon lightly into cup, don't pack), $1\frac{1}{2}$ cups sugar, 3 tsp. double-action baking powder, 1 tsp. salt. Make a well and add in order: $\frac{1}{2}$ cup cooking (salad) oil such as Mazola or Wesson, 7 unbeaten egg yolks (medium sized), $\frac{3}{4}$ cup cold water, grated rind of 2 medium sized oranges (about 3 tbsp.). Beat with spoon until smooth.

STEP 2 Measure into a large mixing bowl: 1 cup egg whites (7 or 8), $\frac{1}{2}$ tsp. cream of tartar. Whip until whites form very stiff peaks. They should be much stiffer than for Angel Food or meringue. **DO NOT UNDERBEAT.**

STEP 3 Pour egg yolk mixture gradually over whipped egg whites—gently folding with rubber scraper just until blended. **DO NOT STIR.** Pour into ungreased 10-in. tube pan, 4-in. deep, immediately. **BAKE 55 minutes in slow moderate oven (325°) then increase to moderate oven (350°) for 10 to 15 min., or until top springs back when lightly touched.**

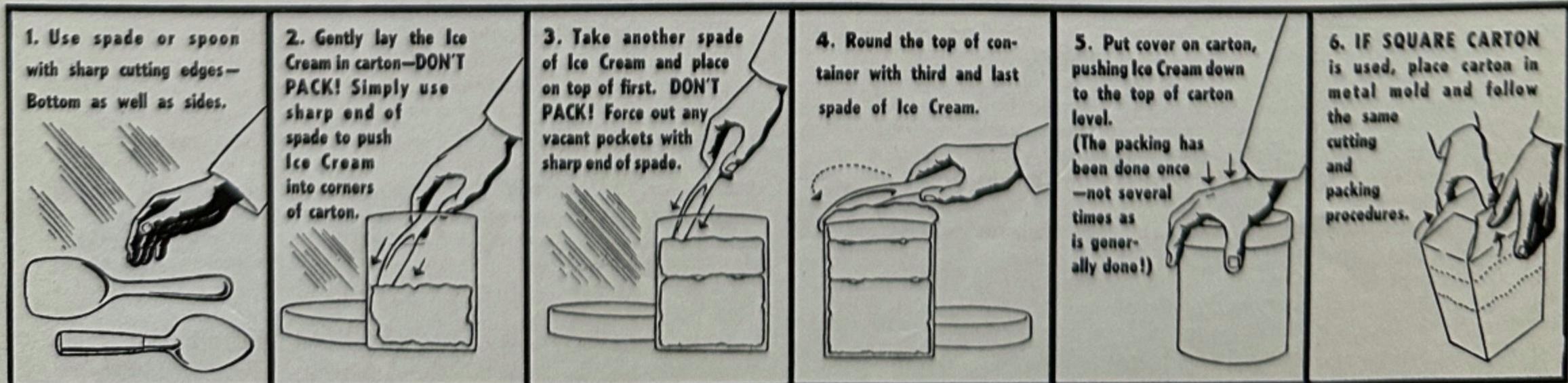
NOTE: Above recipe may also be baked in an oblong pan, 9x13x2-in. for 45 to 50 minutes in moderate oven.

Immediately turn pan upside down, placing tube part over neck of funnel or bottle, or resting edges of oblong pan on 2 other pans. Let hang, free of table, until cold. Loosen from sides and tube with spatula. Turn pan over and hit edge sharply on table to loosen.

HAND PACKING "TAKE HOME" ICE CREAM



To hand pack take-home Ice Cream properly and profitably follow the directions given in the sketches below. Take out Ice Cream in layers as near in shape as possible to the shape of the carton being filled. Keep the Ice Cream level in the can at all times. Lay the Ice Cream gently in the carton. Be sure that every carton is completely filled with Ice Cream. Place the filled carton in a carry-out bag, preferably an insulated bag.



PARTNER FOR ICE CREAM . . .

Yes, it's new, it's different and it's another way to help you sell more take-home Ice Cream. It's a new recipe for a delicious cake that has been introduced by General Mills, Inc., and for luscious eating it's hard to beat—especially when you combine it with Ice Cream.

There's your cue. There's your idea for tying in Ice Cream with this cake sensation that's sweeping the nation, backed by General Mills, Inc., and their Betty Crocker in cooperation with the American Dairy Association in a quarter million dollar sales promotion campaign.

It's perfectly simple. All you have to do is suggest to Mrs. Housewife, your customer, that she can serve something "out of this world" in eating pleasure if she combines Ice Cream with this new Betty Crocker Sunburst "Chiffon" cake in her home. You'll find the recipe on the opposite page.

Don't worry. Mrs. Homemaker will be reading about it in the newspapers and magazines, and hearing about it on the radio networks. She'll be ripe for your helpful suggestion and when she tastes the delicious goodness of this perfect combination she'll come back for more Ice Cream.

To show you how it can be done—how simple it is—we present (in the upper left hand corner) Mrs. Housewife in her kitchen . . .

And when she has finished she has prepared any or all of these delicious dishes:

Strawberry Chiffon Surprise

A slice of Sunburst "Chiffon" cake and a generous portion of Ice Cream covered with sliced strawberries.

Chocolate Fudge Chiffon

A slice of Sunburst "Chiffon" cake, a generous portion of Ice Cream, both covered with chocolate fudge topping.

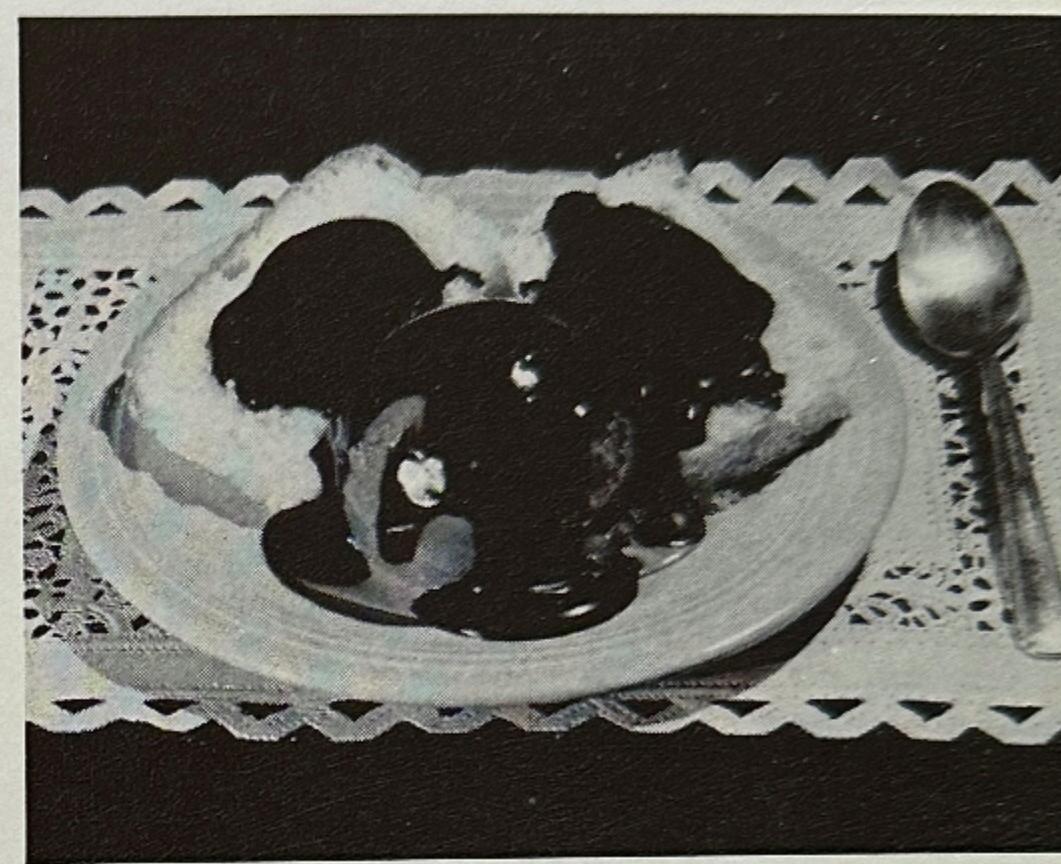
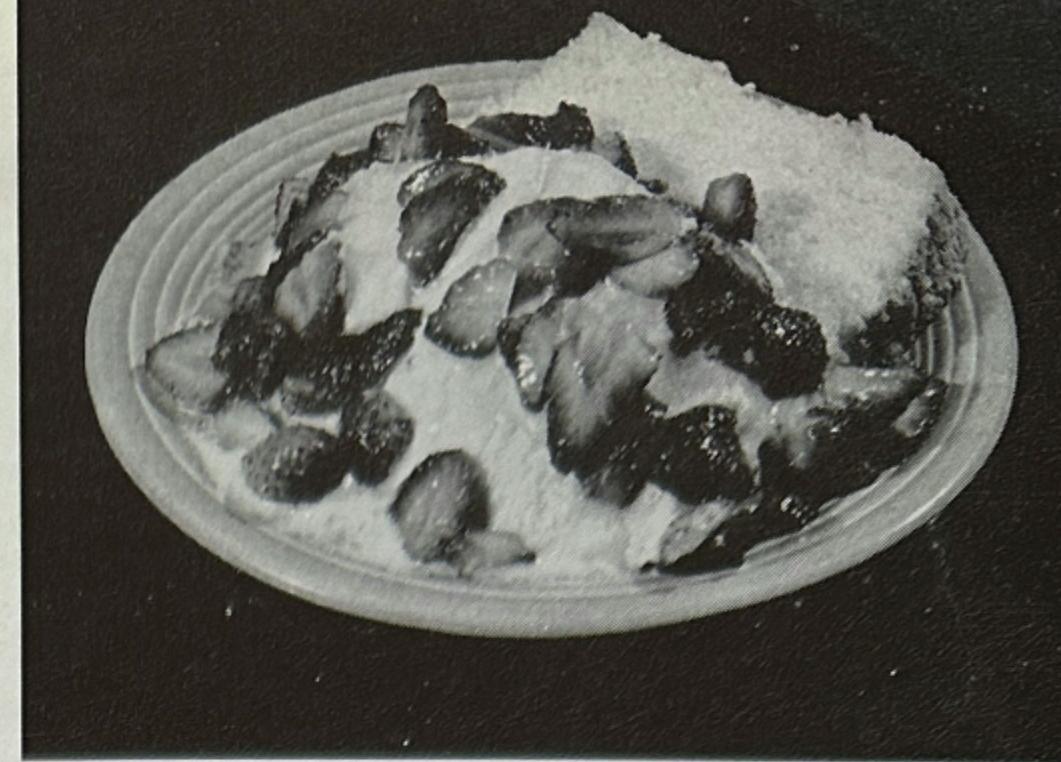
Ambrosia Sundae

To make an Ambrosia Sundae at home cover a generous portion of Ice Cream with grated coconut and slices of orange. Serve with a slice of Sunburst "Chiffon" cake.

Ice Cream Sandwich

with Sunburst "Chiffon" Cake

Place liberal serving of Ice Cream between slices of Sunburst "Chiffon" Cake.



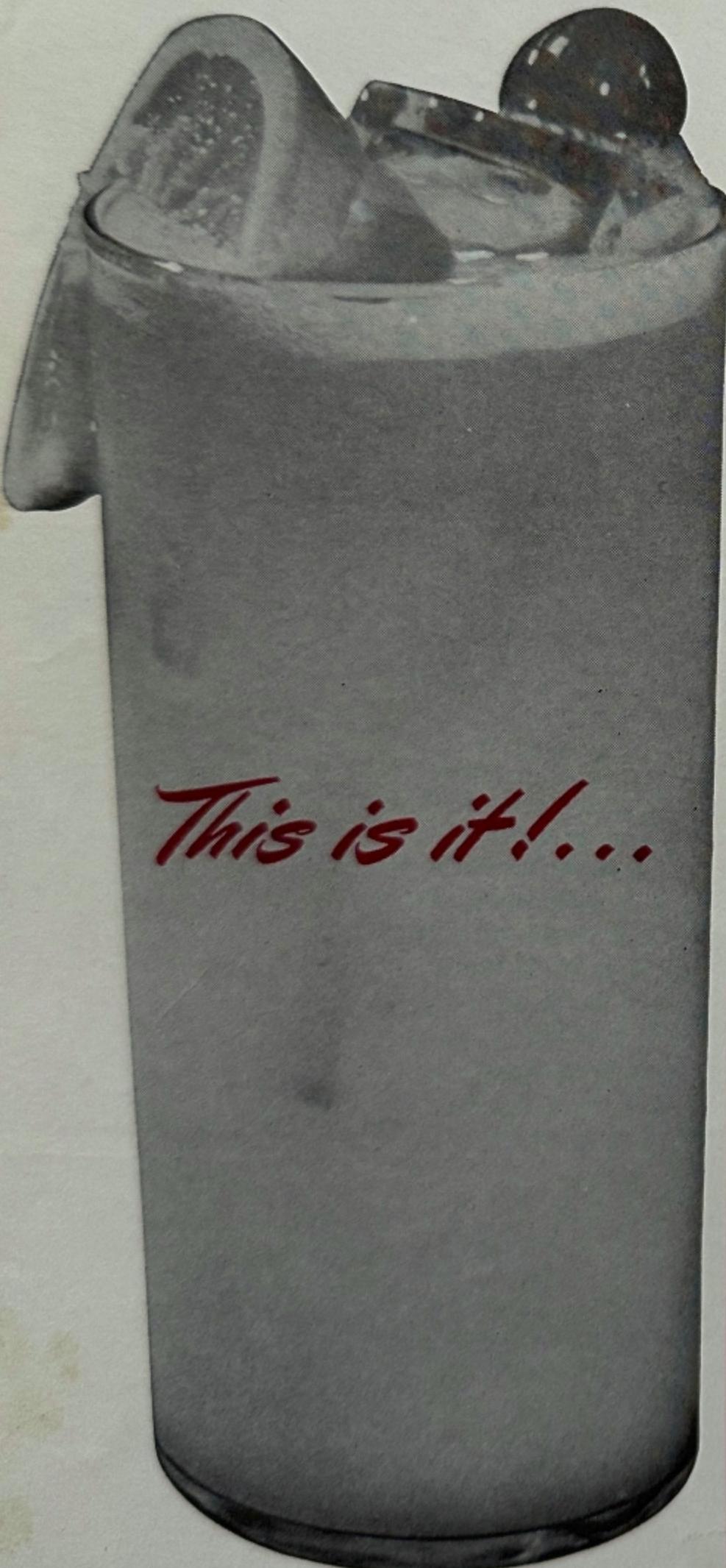
GET READY TO SELL **FREEZES**

If it hasn't already hit your particular market area hot weather is coming up soon. You'll want to be prepared when customers begin asking for that sparkling, cold, thirst quenching drink that's so popular in the summertime—the Freeze.

We're giving you on this page the directions for making a really good Freeze so that when it comes time to start merchandising this delightful summer drink (if that time isn't already here in your market area) you'll be prepared.

You can increase your sales of Fruit Sherbet or Fruit Ice by pointing out to your customers how easily Freezes can be made at home. Most of the ingredients they already have in their home refrigerators. All they need is the Fruit Sherbet or Fruit Ice which you can sell them to take home. **Another way to increase sales and profits.**

This is what it takes:



This is it!...

Fruit Juice, Simple Syrup, Fruit Sherbet or Fruit Ice, Finely Chipped Ice, Carbonated Water, Cherry, Slice of Fruit

This is the way to make it:

Select clean, medium to small size thin-skinned orange, lemon or lime. Roll fruit on cutting board to make juice extraction easier. If you are using medium to large size fruit, cut in two and extract the juice from one half the fruit. If fruit is small, cut off and discard butt end, saving next slice for garnish. Limes are generally halved in the usual manner. Extract juice, put juice in mixing cup, add simple syrup (about $\frac{3}{4}$ ths ounce for orange and $1\frac{1}{4}$ th ounces for lemon or lime juice). Then add 1 scoop of cracked ice and two number twenty four dips of fruit ice or fruit sherbet, the same flavor as the drink. Add five ounces of carbonated water and place on mixer. While the drink is mixing put one scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass.

If glass isn't full, fill with coarse stream carbonated water. Garnish with slice of fruit and a red cherry. Serve with spoon and straws on doily or doily covered plate next to the napkin.



For June A Treat It's Delicious
FRESH PEACH

Printed in U. S. A.

BROUGHT TO YOU EACH MONTH BY YOUR PROGRESSIVE ICE CREAM COMPANY

Ice Cream Merchandiser

FROM MAKERS OF
COSTA'S FRENCH ICE CREAM

SALES

AND PROFITS BUILDER



VOL. 2

NO. 8

AUGUST, 1948

In This Issue.....

ARE YOU A 20%—ER?
PROFIT POINTERS
MAKE VACATIONS PAY
BIGGER PROFITS WITH TAKE HOME ICE CREAM
MERCHANDISING IS THE ANSWER
FRUIT FROST—FRUIT SMOOTH
REPEAT THE ORDER PLEASANTLY

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Ice Cream Merchandising Institute, Inc.

Ice Cream Merchandiser

Published Monthly

ICE CREAM MERCHANDISING INSTITUTE, INC.
BARR BUILDING

WASHINGTON 6, D. C.

Are You A 20%—er?

It has often been stated that we, as human beings, actually make use of about 20% of the ability we really have. This indicates an alarming waste of potential talent which if properly put to use would tremendously increase our opportunities for success in our chosen field.

There is a lesson in that thought directly connected with the merchandising of Ice Cream. How much merchandising effort are you actually putting behind the Ice Cream you sell? Are you neglecting certain phases of merchandising that could bring you far greater profits with just a little more effort on your part?

Take-home Ice Cream offers a very fertile field for increased sales—one that is very often neglected. A volume business based on repeat sales can be built by getting your customers in the habit of taking home a quart, half gallon or gallon of Ice Cream.

All it takes is a little extra merchandising effort. A greater use of the abilities all of us have but so often neglect to use. Read pages 4 and 5 of this issue of the ICE CREAM MERCHANDISER and put into practice in your own store the ideas you find there.

For greater profit, for greater success let's make use of as much of our merchandising ability as possible.

Don't be a 20%—er!

Gustemerich
Managing Director

Ice Cream Merchandising Institute, Inc.

Cover Picture:

This personable young woman is obviously enjoying her favorite food. She likes to serve it to the family and also to guests when they come to visit at her home. She and thousands like her make a wonderful market for take-home Ice Cream. It's up to you to take advantage of it.

PROFIT POINTERS



To enhance the peach flavor of your peach topping boil a few peach stones in simple syrup and use this simple syrup when blending peach topping for soda fountain or Ice Cream department use.



Dip your display fruits and vegetables in warm paraffin to make them last longer and retain their fresh, attractive appearance.



Here's an idea that will help boost your sales of take-home Ice Cream. Place eight pints of assorted flavors of Ice Cream in a sealed bag and sell it at a special gallon price. You can do this whether or not you are now selling a gallon package. Give this special package a name to help it sell. For instance: "Party-Time Package".



Here's a hint that may save you some unnecessary glass breakage. Always handle hot glasses with a dry towel. A wet towel touching the hot glass cools it suddenly and may cause breakage.



One answer to ridding your cellar of musty odors goes like this: sprinkle a little chloride of lime on the floor and when the odor disappears sweep and wash the floor and mop as nearly dry as possible.



Wiping the inside of your Ice Cream compartments and refrigerators with a damp wet cloth sprinkled with baking soda will help destroy any unpleasant odors.

Photo courtesy—H. Armstrong Roberts

So it's summertime, is it? And it's August also, is it? And it's vacation time, no? And maybe you're thinking about the fishing trip you're going to take and that fine speckled trout on the end of the line. Well, good—best of luck to you. However . . .

MAKE VACATIONS PAY

. . . business is business, vacation time or no vacation time and you have Ice Cream you want to sell. In fact some of the profits (and you can make plenty) you make on the Ice Cream will probably help pay for your vacation.

So let's consider your sales of Ice Cream in relation to vacations—not yours but your customers and potential customers. People all over the country are taking vacations now and a lot of them may be headed straight for your town or city. If you operate a store in a resort town you're certain to have an overflow of potential customers around. If you don't live in a resort town the potential is still great because people are visiting.

Merchandise—to Get Business

Now these people who are vacationing or visiting in your town or city can mean a greater volume of business for you if you keep one thing in mind. You've got to merchandise to get that business. You can't sit back in your chair, think that this is the big Ice Cream season and just wait for the sales to come in. Because right now there are a lot of strangers—vacationers, visitors—in your town who don't know your store like the home folks and you've got to go out and get that business.

Here's an oldie that you've heard many, many times before but it applies so strongly to the subject we're talking about now that it would pay you to consider it. *First impressions are lasting.*

How does that tie in with vacation time and extra sales? Just like a hand in a glove, just like a hand in a glove.

Visitors Want Ice Cream

You see when these visitors, these vacationers first come to your town they'll be on the look-out for a good place to get their favorite food—Ice Cream. People usu-

ally eat more Ice Cream when they're on vacation than they do ordinarily—so you've got an extra fine potential market. It seems that Ice Cream just naturally goes with a good time and that's what people are after when they're away from home on vacation.

So first impressions count. Suppose they come into your store and order some Ice Cream. Suppose, for the sake of argument, the service is poor, not as courteous and friendly as it should be, the Ice Cream is not presented attractively, the place isn't clean.

What kind of impression do you think these strangers to your store will get? The kind that will make them come back? Do you really think so? Or do you think, perhaps they'll look around for another store in which to buy their Ice Cream—a store that will come up to their expectations for the remainder of their stay?

The Visitor is Impressed

Let's keep supposin' a bit longer. Here comes this vacationer, this visitor, into your store one bright sunny morning. He's feeling fine, it's the first day of his vacation and he's perfectly happy with the world. He sits down at your soda fountain and is impressed by the immaculate cleanliness. He's greeted by a smiling, cheerful, courteous dispenser or dispenserette who if the stranger seems in doubt as to what he wants might pleasantly suggest one of the three specials featured in this issue of *Ice Cream Merchandiser*.

The stranger takes the suggestion and chooses the Frost Fruit Whip. It's made precisely right, served as it should be and comes up to all expectations. Hallelujah! this is certainly a fine way to begin a vacation, runs through the visitor's mind and when he leaves your store he's all smiles because for the rest of his stay in your town he knows exactly where he's going to come for his Ice Cream.

Sounds logical? Of course it is. Put yourself in his place in a strange town. Wouldn't you act the same way?

Set Your Business Cap

So come on. Set your business cap, in a figurative way, for the vacation trade. You'll find it will add extra dollars to your profits and make a name for your store.

You'll probably even be able to buy that new expensive fishing rod you saw in the window the other day. All because of the way you merchandised to *make vacations pay*.

This same merchandising, by the way, will bring in the home folks trade also.

building bigger profits with take home ice cream

Treat the Family

A display of appetite appealing Ice Cream services that can be prepared at home is one way of sparking a customer's buying impulse and increasing your sales of take-home Ice cream. The picture at the right gives you an idea for a display of this kind. The Ice Cream dishes are prepared with RE-LIS-TIK display Ice Cream and will keep their attractive appearance for a long time making it unnecessary to go to the trouble of changing your display. Preserved fruits, nuts, etc, can be used with RE-LIS-TIK making the Ice Cream services so true to life they defy detection. This display Ice Cream can be dipped or spooned with a dipper or spade.

The sign, "TAKE ENOUGH ICE CREAM HOME—TREAT THE FAMILY TO THESE DELICIOUS DISHES" is a simple one that can be lettered right in your own store in just a few minutes.

A display of this kind has particular value as an appeal to Mrs. Housewife who is looking for suggestions on how to prepare delicious, unusual food services for the home without much effort in summer heat. In this display she is given a number of ideas—all appetite appealing, taste tempting, delicious and attractive. With silent suggestive selling of this kind working for you, assisted by the gracious, helpful reminders of employees, sales are certain to receive a shot in the arm that will send them upward.

You can take this display idea and modify it to suit your own particular operation. One feature of this display that makes it especially suitable for a busy store owner is the small amount of time and the very negligible expense involved in setting it up. The returns it will bring in increased Ice Cream take home sales will more than repay you for the small amount of effort involved.

Take Home Enough Ice Cream

Another smart suggestive selling idea is shown on these pages in the picture of the dispenserette wearing a ribbon across her chest with the selling message: "TAKE ENOUGH ICE CREAM HOME". This serves as a constant buying reminder to customers. Worn by a gracious and friendly dispenserette who personalizes the suggestion by making it herself whenever possible it is an excellent way to boost your sales of take home Ice Cream.

Once you get your customers in that habit of buying a quart, half gallon or gallon of Ice Cream for home consumption you have built a solid foundation for a succession of continuing sales that will result in volume business. It's the repeat purchases that build your profits and you should use every possible merchandising aid that will help influence the buying habits of your customers. They'll appreciate reminders of this kind too because virtually everybody likes Ice Cream. All you have to do is keep suggesting it in every way you know how.

People Like a Bargain

Everybody likes a bargain. You can appeal to this trait in customers by mailing or distributing small cards that will entitle the bearer to a quart of Ice Cream at a reduction of five cents from the regular selling price. This will help you bring new customers into your store and offer an inducement to regular customers to purchase Ice Cream. The idea back of it is the old habit theory again. Get people coming into your store for Ice Cream and they'll continue to come. By doing this you are building future business that will pay off in the weeks and months to come. It's a relatively inexpensive way of getting new customers, holding old ones and encouraging a volume business that will result in increased sales and profits.

Provide space on the card for the customers' name and address. This will help you build a mailing list that will be valuable in future merchandising and advertising programs.

There's a gold mine of profits in take home Ice Cream if it's merchandised properly. Good merchandising begins with the basic fundamentals of selling which includes courteous, prompt, cheerful service; suggestive selling whenever the opportunity presents itself; effective point of sale advertising and well trained employees.

In short, good merchandising consists of everything that will help move Ice Cream to the customer and the customer to Ice Cream in order to increase sales and profits.

Since Ice Cream is an impulse item everything you can do to suggest Ice Cream attractively to customers will help increase sales. The promotional ideas presented on these pages are all practical, workable, effective means of selling more Ice Cream. You won't know how successful they can be unless you try them. Don't put it off. Do it now! It means money to you!



Here's a merchandising display that will increase your sales of take home Ice Cream. The imitation Ice Cream services are made with RE-LIS-TIK, a display Ice Cream that will last for long periods, can be dipped or spooned like real Ice Cream and can be used with fruit preserves, nuts, etc., to make artificial Ice Cream services that defy visual detection. A display, such as the one pictured above has a natural appeal for women. It's easy and inexpensive to prepare and it will bring results. Modify it, if you want to, to suit your own store operation but use it to sell more take home Ice Cream. A smiling, gracious dispenserette wearing the suggestive streamer pictured above is a constant friendly reminder to customers that they should buy enough Ice Cream to take home.

Hot August weather plus thirsty customers is a simple problem for which every Ice Cream retail dealer should have the correct answer. In case that problem has you stumped just look at the opposite page and you'll find the solution.

The Perfect Answer

Three solutions, in fact. Each of them offering the perfect answer to the question of what to serve customers who are looking for something cool, refreshing and stimulating.

The Lemon Freeze has all the zest and tang that's necessary to lift a customer's drooping spirits and send him from your store in a spirit of pleasant exhilaration vowing that when he wants to beat the summer heat again he'll make tracks for your place of business.

The Frost Fruit Whip and the Frost Fruit Smooth are both unusual combinations of tasty delight and satisfying goodness that in the words of the bobby soxers "send" any and all who try them.

All three of the featured items this month can be prepared and served either at the soda fountain or at the store with an Ice Cream cabinet. For the store without a soda fountain all the extra equipment needed is a mixing machine. The ingredients are available—the Ice Cream the fruit ice or fruit sherbet, the milk, the lemons. For the store without a soda fountain carbonated water can be dispensed from a bottle in making the Lemon Freeze.

Extra Business

The point we're trying to make is that any store selling Ice Cream can realize extra business and accompanying profits by selling and merchandising the three items featured this month. For the store operator without a soda fountain a mixing machine is an excellent investment because it allows him to prepare a variety of different services thereby giving his customers a wider choice of delicious Ice Cream combinations and at the same time increasing his chances for profit.

Draw Customers into Your Store

If your customers know they can buy Ice Cream services like the ones pictured and described on the opposite page it will serve as an added incentive to draw people into your store. Once they're in your store you have the opportunity to sell them additional merchandise over and above the Ice Cream services they purchase. In this way Ice Cream not only returns you a direct profit but is also responsible for sales and profits in other departments of your store.

To make certain that your customers will receive the three items featured this month in all their delicious goodness and eye appeal be sure that your employees know how to prepare them properly. The procedure is simple—merely follow the instructions printed with each service.

Don't forget to use point-of-sale material to let your customers know about the specials you're selling. If you wish you can make signs very inexpensively and quickly yourself with a broad brush and poster paints.

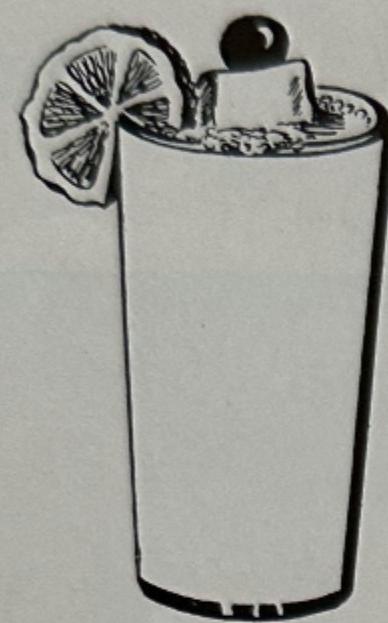
Special Promotions

You can try any number of special merchandising promotions to stimulate the sale of the Features-of-the-Month. There's the alarm clock promotion, for instance. To use this simply set a concealed alarm clock to ring at various times during the day. When the clock rings anyone who has ordered the special gets it free.

You have to let your customers know about this "game" of course. You can do that by means of a sign posted in a prominent position near the soda fountain or Ice Cream department. You'll be surprised at the amount of interest it will arouse and the effect it will have on sales.

Special merchandising promotions like this one are limited only by your own ingenuity and resourcefulness. Put to work in your store they'll help to increase sales and profits.

Merchandising is the right answer to the sales and profit question.



**merchandising
is the answer**



Give Your Customers a Triple Treat for August

Here's a line-up of best sellers that will keep the customers coming into your store during the month of August and give you a reputation for making the finest Ice Cream and sherbet drinks in town. The drinks pictured and explained on this page are custom built for this hot summer month. Cool, refreshing, eye appealing they combine all the qualities that customers are looking for in a drink at this time of year. You'll find that they're the tops both in customer preference and on the profit side of your ledger.

FRUIT SMOOTH

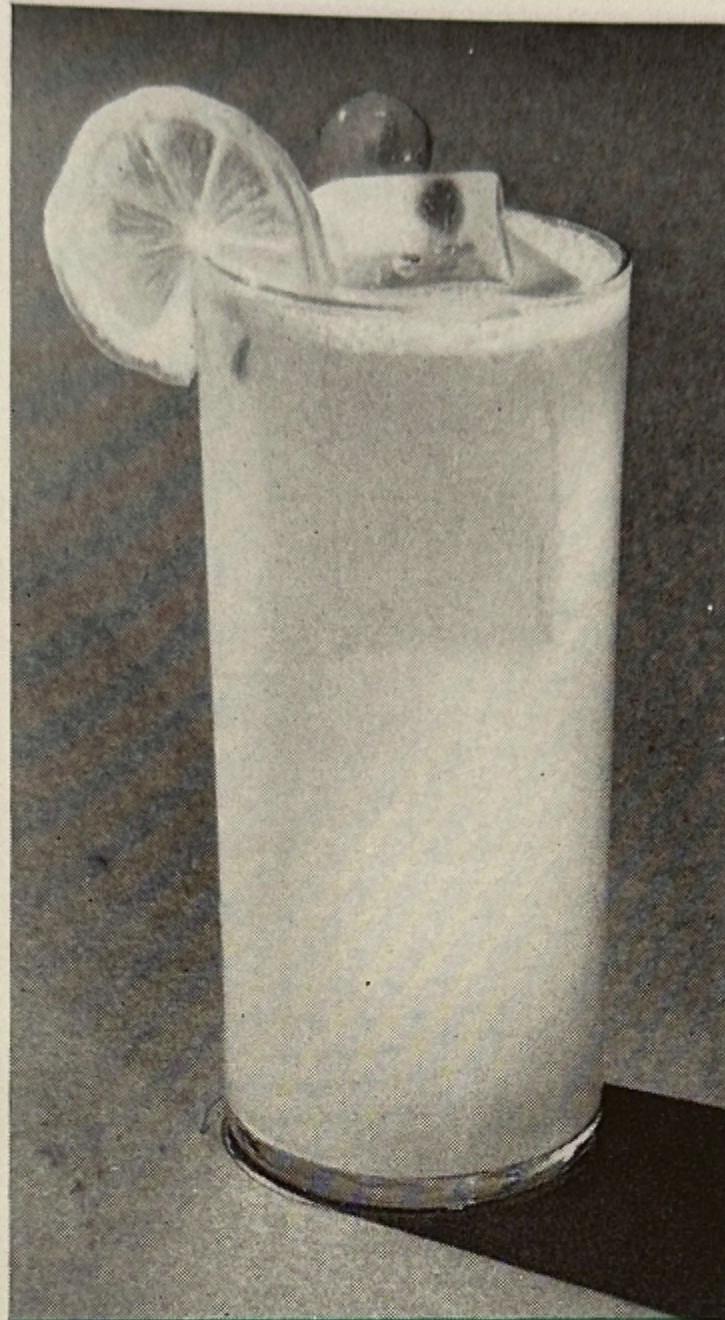
Made with any fruited Ice Cream

Ingredients:

Soda spoon of topping
3 # 24 dippers Fruited Ice Cream
4 ounces cold, pasteurized milk

Procedure:

Into a cold mixing cup place four ounces cold pasteurized milk. Add 3 #24 dippers of fruited Ice Cream and place on mixer. While the drink is mixing streak the inside of a clean, thin shell glass with a soda spoon of topping which contrasts in color with the appearance of the drink. If paper service is used dot the topping on the finished service. Remove cup from mixer and pour blended ingredients into a glass or paper cup. Serve with straws and spoon on a doily or doily covered plate.



LEMON FREEZE

Made with lemon, lime or pineapple sherbet or fruit ice

Ingredients:

Lemon Juice

Simple Syrup

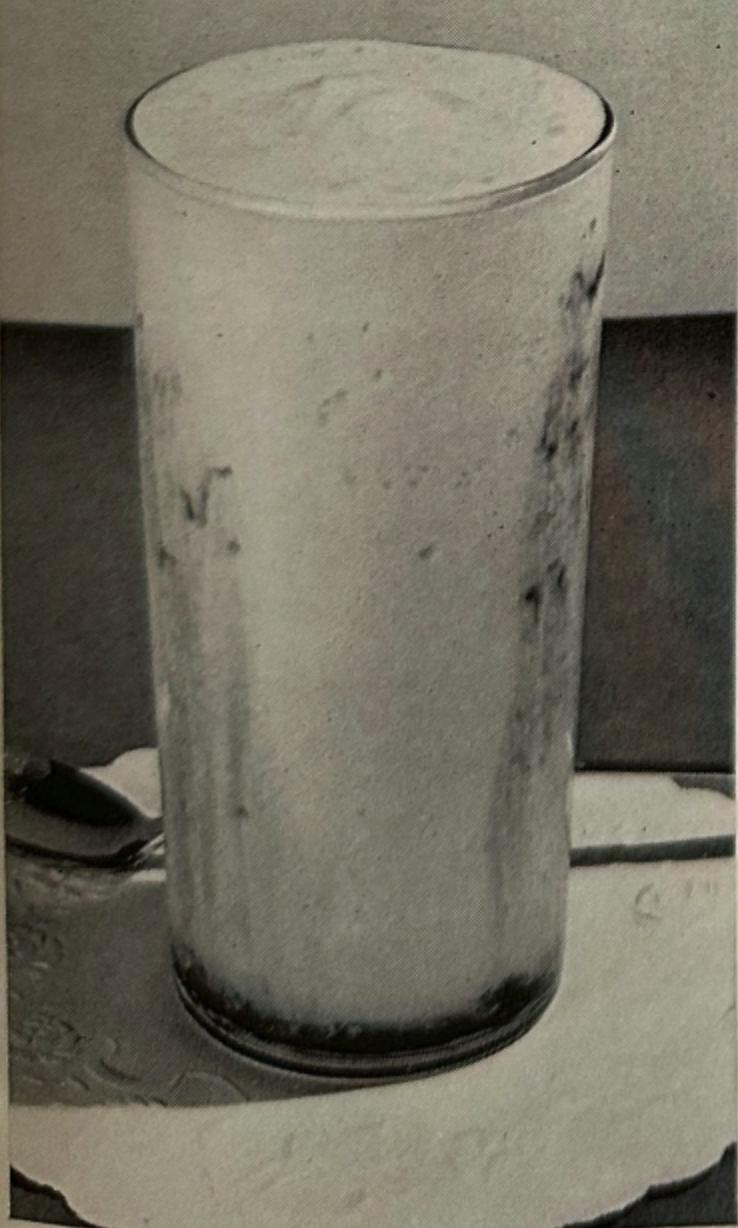
Fruit Sherbet or Fruit Ice

Finely Chipped Ice

Slice of Lemon

Procedure:

Select a clean, medium to small size lemon and roll fruit on cutting board to make juice extraction easier. Extract juice, put juice in cold mixing cup and add 1 $\frac{1}{4}$ ounces simple syrup. Add one scoop of cracked ice and 2 #24 dippers of lemon sherbet or fruit ice. Add 5 ounces carbonated water and place on mixer. While the drink is mixing put one scoop cracked ice into a thin shell glass or paper cup. Remove the cup from the mixer and pour the blended ingredients into the iced glass or paper cup. If the glass isn't full finish filling with coarse stream carbonated water. Garnish with a slice of lemon and a red cherry.



FRUIT FROST

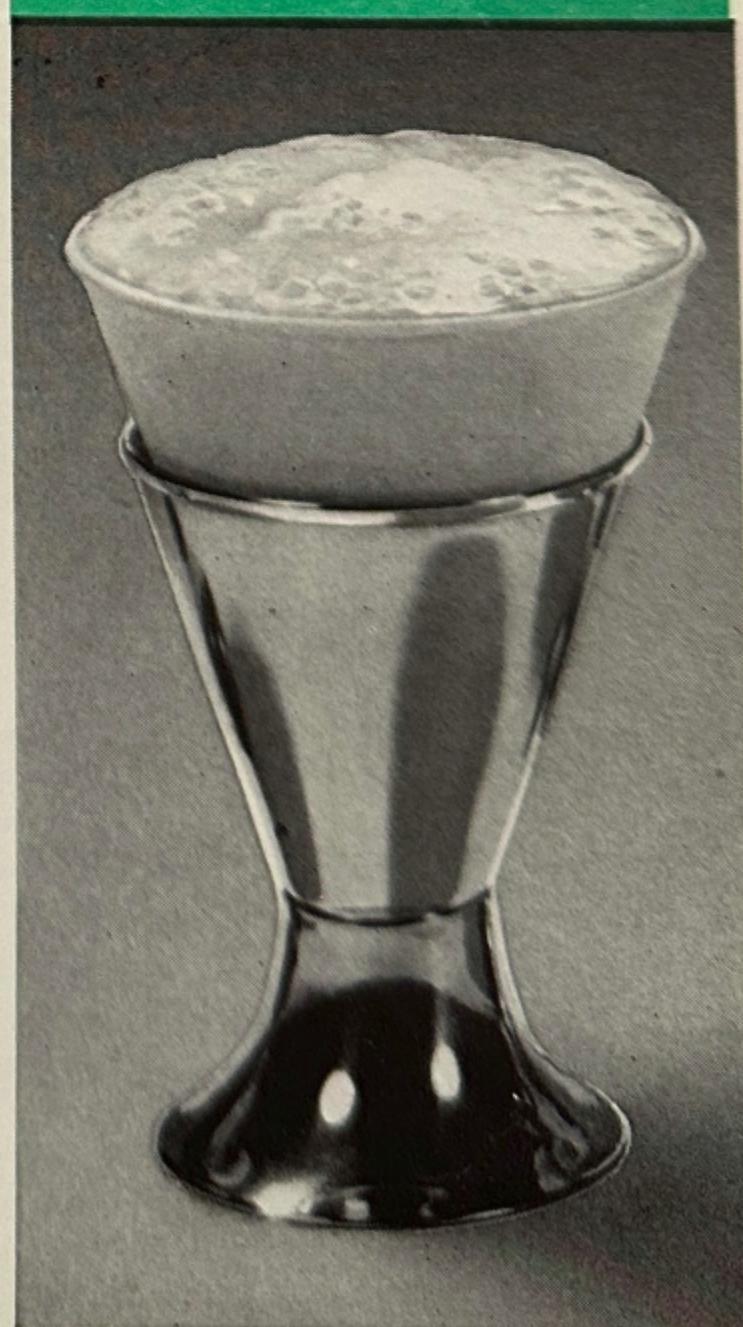
Made with any available sherbet or fruit ice

Ingredients:

Soda spoon of topping
3 #24 dippers of Fruit Sherbet or Fruit Ice
4 ounces cold, pasteurized milk

Procedure:

Into a cold mixing cup place four ounces of cold, pasteurized milk. Add 3 #24 dippers of Fruit Sherbet or Fruit Ice. While the drink is mixing place a paper cup in holder. Remove cup from mixer and pour blended ingredients into paper cup. If glass is used streak the inside with the soda spoon of topping, before pouring. Spot dot paper service with a soda spoon of topping which contrasts in color with the appearance of the drink. Serve with straws and spoon on doily or doily-covered plate.



*the difference is—
in the way you say it*

REPEAT THE ORDER PLEASANTLY

By RICHARD C. REAGER

Director of Public Speaking, Rutgers University

When taking orders, especially over the telephone, please repeat the order taken and do so pleasantly.

Too many clerks, owners and dispensers listen to the order given, then mumble to themselves and either hang up or walk away without any formal acknowledgment or repetition of the order given.

Suppose someone does telephone and gives you an order for three quarts of Ice Cream: one quart of chocolate, one quart of vanilla and one quart of strawberry. If you simply say, "Okay" before hanging up, that customer will wonder until the Ice Cream is delivered whether or not you will fill that order correctly.

If you do not fill it as it was given, and have not checked back at the time the order was placed, the customer will be disappointed and what is more important, may not call you to place future orders.

This can mean a loss of customer good will as well as a loss of business. Remember every lost sale which might have been made takes profit from your operation.

How should you repeat the order given?

Try doing it this way:

"Thank you very much Mrs. Williams. That was one quart of chocolate, one quart of vanilla and one quart of strawberry Ice Cream. I shall have that at your home at four o'clock. Would there be anything else?"

Always repeat the order given to you and do so in a pleasant gracious and friendly manner.

Using a pleasant voice and *adding that final question* provides a sales suggestion to Mrs. Williams. More often than not she will ask that something else be delivered to her when you deliver the Ice Cream.

Always have a pencil and order pad beside your telephone. Answer your phone clearly and pleasantly. Identify your store and yourself. Answer the ringing of your phone immediately. Don't hurry the conversation—or hurry the caller—but please don't carry on any long winded conversation.

Repeat every telephone order pleasantly. Doing so guarantees good will and saves you the possible embarrassment of making mistakes. One thing more, when you promise a customer delivery at a certain time—*make the delivery at that time*. If you cannot make the delivery then call the customer and explain the reason for the delay and suggest the time that the delivery can be made. Be sure and ask if the later delivery will, in any way, cause any inconvenience.

Customers enjoy, like and appreciate this display of interest in them and their welfare. They will "advertise" your courtesy to others and often praise the business-like efficiency of your store. Just remember that this "advertising" does not cost you a penny but rings many a dollar on your cash register.

*August 10th - Ask your Driver for
PEPPERMINT STICK*

New Tray Packages for August

Chocolate and Butter Pecan
Vanilla, Orange Ice and Strawberry

BROUGHT TO YOU EACH MONTH BY YOUR PROGRESSIVE ICE CREAM COMPANY

Ice Cream Merchandiser

FROM MAKERS OF
COSTA'S FRENCH ICE CREAM

SALES

AND PROFITSBUDGER



VOL. 2

NO. 9

SEPTEMBER 1948

In This Issue....

THE BELLS ARE RINGING
PROFIT POINTERS
CONTEST FEVER
SANITATION AND THE SALES PROBLEM
CHOCOLATE PEANUT SUNDAE
DON'T "TALK DOWN" TO CHILDREN

Ice Cream Merchandiser
Published Monthly
ICE CREAM MERCHANDISING INSTITUTE, INC.
BARR BUILDING WASHINGTON 6, D. C.

The Bells Are Ringing

Remember the old song that went, "The bells are ringing for me and my gal"? Well, the bells are ringing again but this time they're school bells calling the children back to classes.

Maybe you're not quite young enough to have those bells ringing for you but you certainly can make them ring for your soda fountain or Ice Cream department. It all depends on how you treat the children.

The nickels and dimes children have to spend quickly add up to dollar sales and bring in the kind of profits you've been looking for. There's also another factor to consider. Children are your future market and, as such, should be continuously cultivated. Your business success in the years to come may depend in large measure on how well you treat your younger customers today.

Children possess the quality of loyalty to an unusual degree. If they like you and your store you can be certain that they'll come back and bring their friends and parents. This preference can result in very valuable advertising and much profitable business for your soda fountain or Ice Cream department.

So treat your younger customers right and the bells that call them to school will automatically call them to your store.

Gustemerich
Managing Director

ice Cream Merchandising Institute, Inc.

Cover Picture:

The young man on our cover this month certainly looks pleased about something. You wouldn't have to guess very long to find out that it's the Ice Cream he's eating. Read what Professor Richard C. Reager says on page 8 about young customers like this.

PROFIT POINTERS



Here's an idea you can capitalize on over the Labor Day week-end or any time during the picnic season. Make up a complete package containing paper containers, napkins, wooden spoons—everything that's needed when taking Ice Cream to an outing—and sell it with Ice Cream at a unit price. By doing this you save your customers the trouble of buying individually all the items they need when taking Ice Cream on a holiday outdoors. Customers will appreciate this time saving service and it will increase your sales not only on Ice Cream but on the other related items.



A mixture of salt and soda, slightly dampened, will remove spots and stains from enameled metal surfaces.



When making sandwiches, peanut butter will spread more easily if it's blended with a little milk.



Since Ice Cream is often purchased on impulse here's a suggestion that will help attract attention to your Ice Cream cabinet and increase sales by making it a focal point in your store. Rig up a colored spotlight that will shine directly on the Ice Cream cabinet and highlight that department of your store. It's a sales builder that works.



Here's how to give the baked ham you serve an added tempting flavor. Simply take the juice left from canned pickled fruits and use it to baste smoked hams during baking.



To remove the cloudy mineral deposits that sometimes form on glass cooking utensils simmer a mixture of vinegar and water in the utensil.

The cartoon appearing on page 2 of the July issue of *Ice Cream Merchandiser*, was by courtesy of The Washington Daily News.



Contest Fever

You can flip on your radio any time of the day or night and the chances are pretty good that you'll tune in on a contest of one kind or another. People love contests. They like to exercise their skill and knowledge . . . they enjoy the spirit of competition . . . they want to rake in the prizes.

Look at the radio programs that are or were tops on the air. "Who is Miss Hush?" "What's the Mystery Melody on 'Stop the Music'?" "Who's the Walking Man?"

Who — what — contests — quizzes — jingles — limericks — tell me this and tell me that.

People just like contests. There's no question about it.

All right—why not put contests to work for you in selling more take home Ice Cream? Why not capitalize on this craze that's sweeping the nation? Why not rake in the extra dollars more sales will bring?

Sure. Why not? No reason at all.

Let's go, then. Take a look at the picture on this page. It's self explanatory. It's an idea for a contest that you can run to boost your take home Ice Cream sales. Simply award a prize—you choose the prize but make it attractive—for the best recipe for an Ice Cream home service. You can make it one of the rules that anybody who purchases a quart of Ice Cream is eligible to submit a recipe or two recipes or as many recipes as you decide.

THIS WEEK'S WINNER ICE CREAM HOME RECIPE-OF-THE-WEEK

Mrs. James Thompson
514 Clearwater St.

JUNIOR PARTY TIME SUNDAE

IN ROUND DISH PLACE 3 DIPS OF ICE CREAM—CHOCOLATE, VANILLA & STRAWBERRY OR ANY ASSORTMENT OF FLAVORS — BETWEEN DIPS OF ICE CREAM PLACE SMALL COOKIES UPRIGHT — IN CENTER OF THREE DIPS OF ICE CREAM, PLACE SPOONFUL OF BRIGHT COLORED CANDY.

The kiddies Love It!



Sanitation... and the Sales Problem

Question: Why is it some customers visit a store once and then don't return?

Question: Can service be so unsanitary that it discourages potential customers from patronizing a particular store?

Question: What could be one big reason for a lack of volume business?

Answer? Take a look at the pictures on pages 4 and 5!

Of course your soda fountain isn't in the sloppy condition shown in the pictures on pages 4 and 5. Certainly your service is far more sanitary than that illustrated there. Surely you aren't guilty of the gross violations of sanitation you see popping out at you from both those pages.

However, insanitary service of *some* kind in *some* degree occurs *sometimes* at even the best run soda fountains. Keeping a sharp eye open in order to hold these sales destroyers to a minimum is a continuing job for every store owner, fountain manager, dispenser and dispenserette.

To prevent any possible loss of profitable sales and repeat business—yes, and of reputation—study the photos on pages 4 and 5 and check your service from a sanitary standpoint.

sanitation and the sales problem



1 no!



2 no!



3

1 Are Ice Cream dippers kept in dirty standing water that might possibly contaminate the pure, clean condition that Ice Cream is in when it's delivered to the store? Keep Ice Cream dippers in clean running water. Never keep drinking straws exposed as they are in this picture.

2 Do your Ice Cream sundaes look as though they've been thrown together helter skelter with topping and Ice Cream dripping over the side of the glass? And that dirty apron on the dispenserette! And no bandette or hair net! Awful!

3 Oh! Oh! Ice Cream sodas that slop over the side of the glass. They're not sanitary. They're not eye appealing. They definitely don't help to bring customers back to your store.

4 Never serve a bottle of milk with the glass up-ended over it. The outside of the milk bottle may not be clean and so contaminate the glass your customer will drink from.

5 Touch food as little as humanly possible with your hands. Remember hands carry germs and you don't want those germs transferred to your customers mouths on the food you serve. No dirty cloths sitting on the counter, either, please.

6 Never wipe the inside of an Ice Cream cabinet with a dirty cloth. You may contaminate the Ice Cream.

7 The rest room is the place to attend to your personal grooming. Not in front of customers. It leaves a bad impression. Touching your hair, face, mouth, nose, etc., while serving food is not sanitary.

8 Definitely no smoking on the job! That's out for any number of good reasons. Keep soiled napkins off the counter, also.

9 Customers expect silverware and serveware to be sterilized at the sink. Wiping dishes with a cloth (and a dirty one, at that) makes it appear the dishwashing job wasn't done where it should have been. Definitely unsanitary.

10 Dirty glasses on the back bar, Dirty mixing cups ditto. Opened bottle of milk on Ice Cream cabinet. Dirty bar towel hooked onto dispenserette's apron. Wiping knife with dirty cloth. On and on. Brother, this unsanitary soda fountain is almost like kicking a customer out of the door.



4



5



6



7

no!

8



9

no!

10

Merchandising

the chocolate peanut sundae

The Chocolate Peanut Sundae, pictured on the opposite page, is an excellent potential seller *provided* it has the necessary merchandising power behind it.

It has an appeal not only to the September "back to school" trade but also to your older customers who like the good eating blend of Ice Cream, chocolate topping and peanuts.

BACK BAR DISPLAY

Here's one idea you can use to promote volume sales of this special sundae. Set up a back bar display, similar to the one illustrated on this page, using peanuts and a big paper mache Jumbo Peanut with signs advertising the Chocolate Peanut Sundae. When customers come into your store offer them some peanuts and suggest graciously that they try your Special of the Month—a Chocolate Peanut Sundae.

Courteous, friendly suggestions made in the right way will help to sell more sundaes with more profit to you.

SALES BUILDER

Here's another idea you can use to increase sales of the Chocolate Peanut Sundae. Set a box containing slips of paper in a prominent position on the back bar. When a customer orders a Chocolate Peanut Sundae he's entitled to draw a slip from the box.

Included among the slips are several marked "Free Chocolate Peanut Sundae with the Compliments of Blanks Soda Fountain" or some similar marking.

SELLS SCHOOL CROWD

This will be particularly effective with the younger customers, the school crowd, who will buy a sundae on the happy chance of getting one free. It has the stimulating effect of a "game"—and all youngsters like to play games.

By using special promotions like this you are drawing customers into your store. Each time a new customer comes into your store there is the possibility that he will come back. What you're really doing is building a business that will pay you dividends in the months and years to come.

MERCHANDISING PAYS OFF

The motive behind these merchandising promotions, of course, is to sell more special sundaes. Progressive, continuous merchandising pays off. It helps build an outstanding reputation for your soda fountain that will serve as a magnet in drawing customers into your store.

Try it and see. You'll be pleasantly surprised at the results.





**school bells
are ringing**

to the tune of a . . .

Chocolate Peanut Sundae

With the young folks on the march to school these September days you have a ready made market for a sundae with the delicious eating qualities and unusual eye appeal of the Chocolate Peanut Sundae. Your customers will go for this taste tempting combination of Ice Cream, chocolate syrup and peanuts in a way that will pay you to feature it. So start the school bandwagon rolling in your direction right now. Here's how to do it . . .

Ingredients:

- Vanilla Ice Cream
- Chocolate topping
- Peanuts

Procedure:

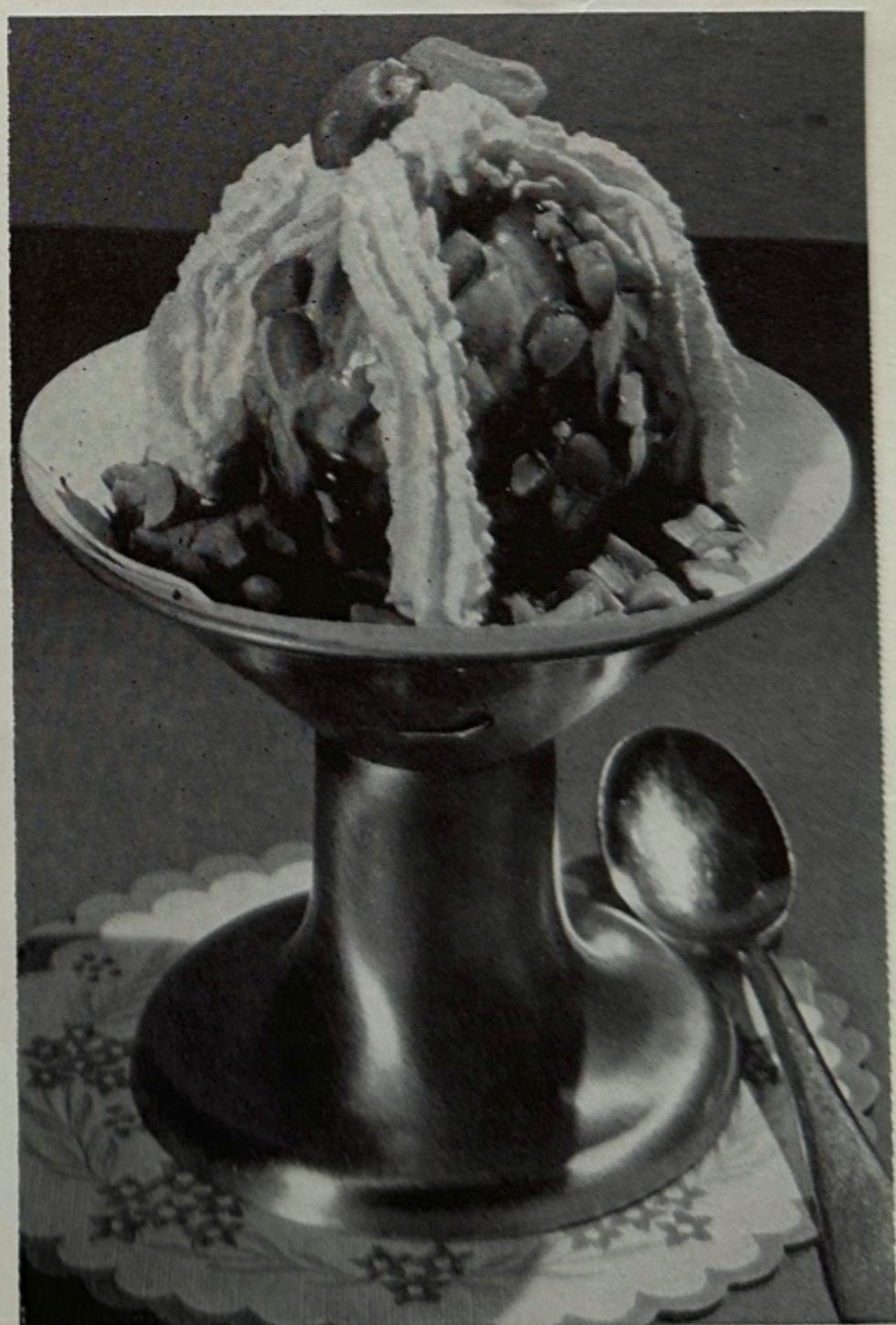
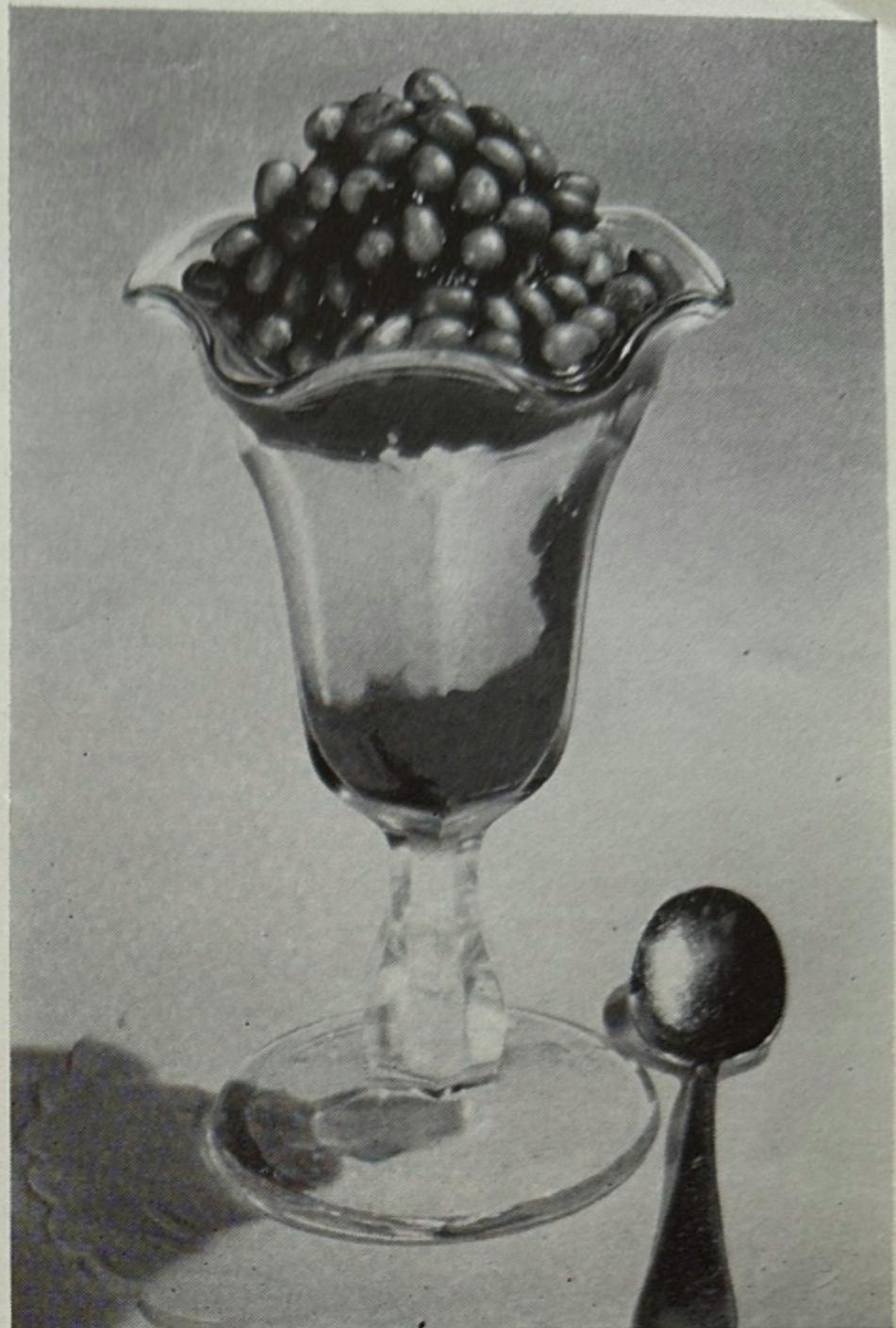
Into a sparkling clean tulip sundae dish place $\frac{1}{2}$ ounce chocolate topping. Add 2 No. 20 dippers of Vanilla Ice Cream. Top with 1 ounce chocolate topping and garnish with $1\frac{1}{2}$ ounces salted Spanish peanuts. Serve on a doily or doily covered plate with a spoon, glass of water and a napkin.

PEANUT BIT SUNDAE

A Variation

Procedure:

Into a clean paper service place 1 No. 20 dipper of Vanilla Ice Cream. Place another No. 20 dipper of Vanilla Ice Cream on top of the first pressing down lightly to keep the second dip in place. Cover the Ice Cream with 1 ounce of Chocolate topping. Over the topping sprinkle a generous portion of chopped blanched salted peanuts. Decorate with a criss cross striping of whipped cream and garnish with two whole salted peanuts. Serve on a doily with a spoon, glass of water and a napkin.





Contest Fever

Possibly, as you set up the contest rules, it wouldn't be necessary to purchase Ice Cream to enter the contest. Your increased sales would come from customers who bought Ice Cream to experiment with new recipes that they thought might win the contest.

A display in your store like the one pictured on this page would arouse interest. The weekly or monthly posting of the winner would be an event your customers would keep on the look-out for. It would center everybody's attention on Ice Cream with a resultant increase in sales.

You would also be publicizing the fact that appetizing, taste-tempting Ice Cream dishes can be made at home. There's a boon for Mrs. Housewife who is looking for a quick, easily prepared, delicious service to brighten the family meals or tempt the palates of guests.

You'll get your customers in the habit of eating Ice Cream at home. That, naturally, means more business for you. It will begin to make itself evident in the profits from your soda fountain or Ice Cream department. And the interest stimulated by the contest will bring people to your store. The more traffic you have—the greater the possibility for increased sales of all your merchandise.

So get in the spirit of the times. Use contests to merchandise. Inject the contest fever into your customers and watch that sales thermometer rise higher and higher.

FLASH

Window Display Contest

The names of the winners of the Window Display and Take Home Ice Cream Idea contest announced in the June issue of the ICE CREAM MERCHANDISER will appear in the October issue of the ICE CREAM MERCHANDISER.

the difference is—
in the way you say it

DON'T "TALK DOWN" TO CHILD CUSTOMERS

By RICHARD C. REAGER

Director of Public Speaking, Rutgers University

I feel rather sure that many storeowners do not sense the potential buying quotient of the average child customer. Most of them feel as did that man in a Boston Ice Cream parlor who, watching some children noisily order Ice Cream cones, turned to a friend and said, "These kids are driving me crazy."

The average child, however, who enters a drugstore or Ice Cream parlor enters the particular store, usually with both the consent and permission of his parents. In fact, a dime or quarter is often given to the child with the suggestion that he go to a particular store, and order a cone, an Ice Cream soda or a sundae. The child undoubtedly reports back to his parent as to the enjoyment in the purchase and the satisfaction and pleasure he received from the "treat".

Since this is true, one should never "talk down" to a child customer. Children, you see, are very sensitive and impressions of indifference on the part of any proprietor or any clerk will find reaction which too often is unfavorable.

A ten-year-old boy, on returning from a drug store was asked by his parents whether or not he enjoyed his Ice Cream soda and his reply was, "I'm never going there again. They hurried me and I don't think they liked the idea of kids being at their counter." Naturally the parents were a bit upset at this reaction. While I do not know whether or not they investigated the complaint, I am rather sure that the reac-

tion of their son to whatever treatment he received would be sufficient to cause them to go elsewhere when they wished to buy Ice Cream.

Talk to the children who come into your place of business as though they were capable of making intelligent decisions. Encourage their business. Learn to know their names, and when they leave send your respects to their dads and mothers. Personalize your approach to the children who come into your store or to your soda fountain and make them feel that you are as happy to see them and to serve them as you would their parents.

Over a period of years this will pay you dividends. I know of one druggist in New Brunswick, New Jersey, who has followed this practise for the 33 years he has been in business. Today, men and women bring their children into the store and introduce them to "Doc" and tell the youngsters that "Doc" waited on them 15, 20, or 25 years ago. I know for a fact that people, who have moved from New Brunswick invariably stop as they drive through town to say "hello" to a man who was their "friend" when they were youngsters.

Never "talk down" to children. Remember they are not "kids"; nor are they "brats"; nor can they be considered as having only "nuisance value". Never forget that the business of children makes the same sound on your cash register as business from adults.

September 3rd

Chocolate Marshmallow

September 10th - Tray Package

Vanilla - Maple Walnut

September 17th

Cherry Vanilla

Printed in U. S. A.

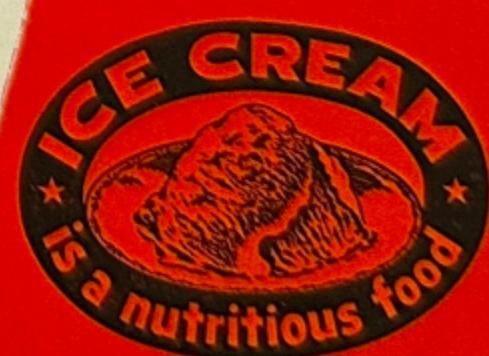
BROUGHT TO YOU EACH MONTH BY YOUR PROGRESSIVE ICE CREAM COMPANY

Ice Cream Merchandiser

FROM MAKERS OF
COSTA'S FRENCH ICE CREAM

SALES

AND PROFITS
S U C H D E R



LITTLE THINGS COUNT
PROFIT POINTERS
CONTEST WINNERS
KEEP ICE CREAM CLEAN
CHOCOLATE BANANA SUNDAE
MAKING WORDS COUNT

VOL. 2

NO. 10

OCTOBER

1948

In This Issue....

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Ice Cream Merchandising Institute, Inc.

Ice Cream Merchandiser

Published Monthly

ICE CREAM MERCHANDISING INSTITUTE, INC.
BARR BUILDING

WASHINGTON 6, D. C.

LITTLE THINGS COUNT

"It's the little things that count". How often have you heard that phrase? And how often have you said, "so true, so true"?

It's the little things that count, too, in bringing customers back to your store. The cheerful greeting, the friendly smile, the niceties of courteous, gracious service that people appreciate so much.

Like serving a glass of water and seeing that it's refilled when necessary. Like making sure the customer has a napkin, a clean spoon, that the counter or table top is clean and dry.

A friendly greeting when a customer enters your store doesn't cost you anything yet it can mean so much in making people feel at home in your place of business. That's the feeling you want to instill in your customers. Let them know you're happy to have them—you're anxious to serve them to the best of your ability—you want them to enjoy their visit and come back to your store again and again because they know they'll be treated well there.

The "little things" will do just that. And they'll help to turn little sales into big sales—little business into big business.

Gustemerich
Managing Director

Ice Cream Merchandising Institute, Inc.

Cover Picture:

Looks like the two youngsters on this month's cover of the ICE CREAM MERCHANDISER are having a grand time, doesn't it? And with good reason. They're right in the middle of one of the finest taste treats they could possibly have huge, heaping dishes of nutritious and delicious Ice Cream!

PROFIT POINTERS



The week of October 18th is National Cranberry Week. Have you thought of tying in your Ice Cream sales promotion with cranberry sauce? It makes a delicious topping for Ice Cream and has the eye appeal that contributes to eating pleasure. A combination sale of a jar of cranberry sauce with a pint, quart or gallon of Ice Cream at a unit price will help increase your take home sales.

Here's a formula for an Ice Cream sundae made with cranberry sauce that you can feature during National Cranberry Week:

Ingredients:

Vanilla Ice Cream
Cranberry Sauce
Whipped Cream
Whole Cranberry

Procedure:

Into the bottom of a sparkling clean crimp sundae glass place $\frac{1}{2}$ ounce cranberry sauce. Add 2 #20 dippers of Vanilla Ice Cream. Cover the Ice Cream with 1 ounce of cranberry sauce, garnish with whipped cream and decorate with a whole cranberry.



Here are some suggestions for sandwiches that will give your customers a taste treat. Combine with an appropriate Ice Cream service for a companion sale.

Cranberry Sauce and cream cheese with lettuce on toasted whole wheat bread.

Cheese Shrimp Sandwich Filling

2 cups pimento cream cheese
1 tablespoon chili sauce
1 cup finely chopped shrimp
1 teaspoon lemon juice

Mix pimento cream cheese, chili sauce, shrimp and lemon juice. Season if needed with salt and pepper. Yield: filling for 15 sandwiches.

Vegetarian Sandwich Filling

1 cup grated raw carrots
1 cup finely chopped celery
1 cup grated cabbage
1 teaspoon salt
Scant $\frac{1}{4}$ cup chili sauce

Mayonnaise or salad dressing to make mixture spread well. Combine carrots, celery, cabbage, salt, chili sauce and mayonnaise. Yield: filling for 15 sandwiches.

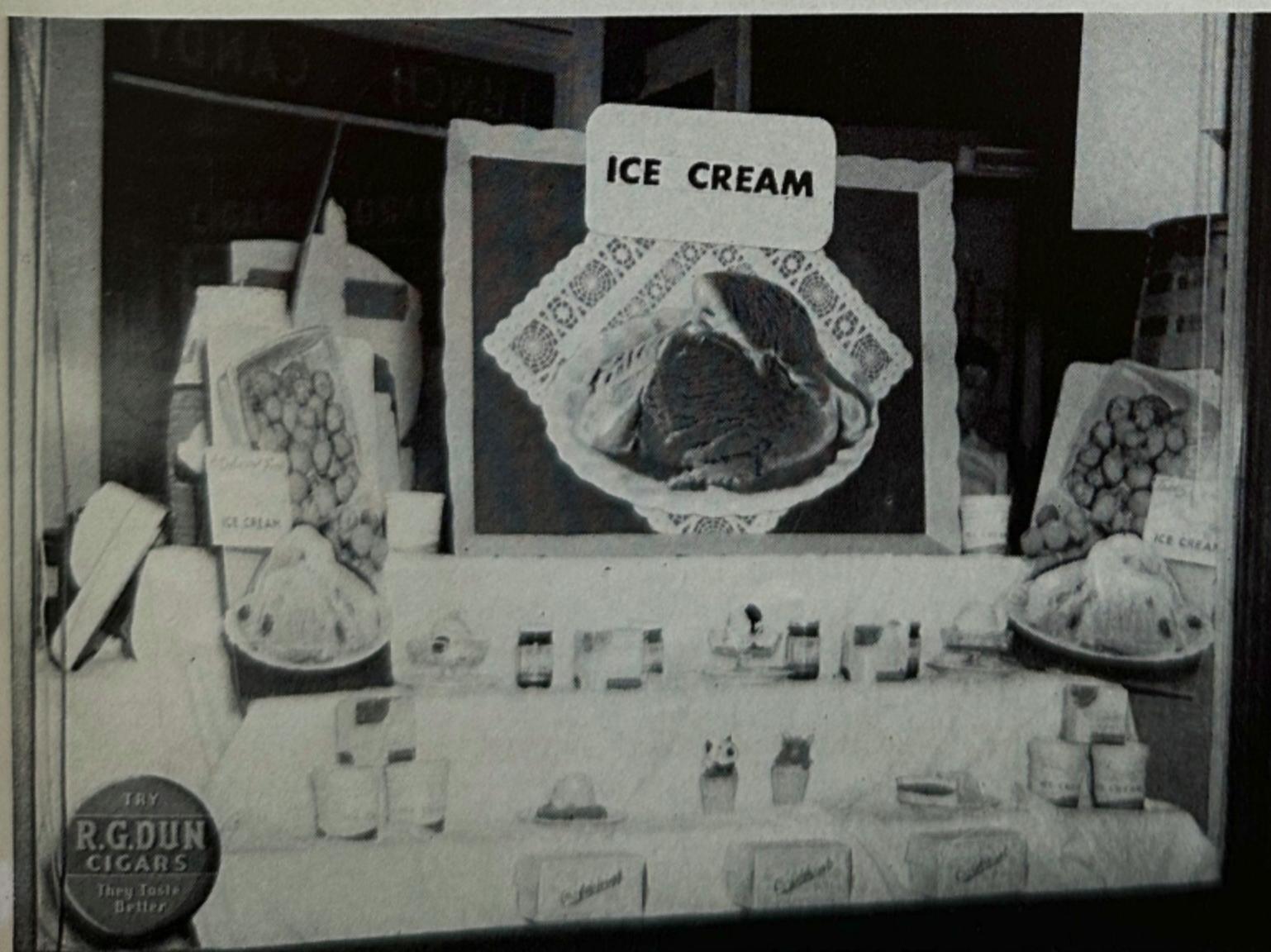
Ladies and Gentlemen: THE WINNERS!

Announcing the winners of the ICE CREAM MERCHANDISER Take Home Window Display and Idea Contest

The editors of the ICE CREAM MERCHANDISER were more than gratified at the heartening response to the *Take Home Window Display* and Idea Contest first announced in the June issue of the ICE CREAM MERCHANDISER. Entries that poured in from all points of the compass gave evidence that you, as a retail dealer selling Ice Cream, are aware of the tremendous sales and profit potentialities in aggressively merchandising take home Ice Cream.

The letters accompanying the barrage of entries gave graphic testimony to the fact that when Ice Cream is intelligently and forcefully merchandised "take home," in fact all ice cream sales do increase to a remarkable degree.

This concrete assurance that Ice Cream sales do rise in proportion to the amount of merchandising effort expended should inspire you to merchandise this delicious food every day of every week of every month of every year. You take home "profits" on "take home" ice cream.



FIRST PRIZE WINDOW DISPLAY

Page 3 . . . *Ice Cream Merchandiser*

1st Prize—\$100 U.S. Savings Bond

The Park-Clinton Store
Elmira, New York

2nd Prize—\$50 U.S. Savings Bond

F. E. Robinson Co.
Dayton, Tenn.

3rd Prize—\$25 U.S. Savings Bond

Wilson's Drug Store
Carlisle, Pa.

Next Ten Prizes

1 copy each of "Let's Sell Ice Cream" autographed by George W. Hennerich, Managing Director of the Ice Cream Merchandising Institute, Inc.

Schmidt's Avenue Pharmacy
Wausau, Wisconsin

Lotus Ice Cream Bar
Chicago, Ill.

Gertrude Lasman
Wilkes-Barre, Pa.

Harold's Soda Bar
Maryville, Tenn.

Dickson Bros.
Englewood, Tenn.

Vange Gianoplos
Renovo, Pa.

Raymond Ralph Anderson
Joplin, Mo.

Northside Sweet Shop
Corning, N. Y.

Gus's Pharmacy
Wausau, Wisconsin

Pete's Candyland
Kirksville, Mo.

BE SURE YOUR CUSTOMERS TAKE HOME ENOUGH ICE CREAM

KEEP ICE CREAM CLEAN . . . SERVE IT CLEAN

Whether it be in the "behind the scene" operation of keeping your store in good order or in the public eye of customer service Ice Cream should always be kept clean. On these pages are illustrated one phase of your cleaning operation that is frequently done out of sight of the customer (cleaning the cabinet lids) and one phase in the actual serving of Ice Cream.

Cleanliness in each is equally essential if your store is to maintain the high standards of sanitation so necessary where Ice Cream is sold to the public.



THIS IS THE WAY TO SERVE ICE CREAM

Clean, smiling personnel, water in a clean glass, clean shining spoon, clean napkin, clean counter top, sanitary wrapped straws—there's your perfect service for Ice Cream. Sanitary appeal, eye appeal, customer appeal will help you sell more Ice Cream with greater profits to you.



THIS IS

Wrong

Never use a dirty rag to clean your Ice Cream cabinet lids. Always keep the Ice Cream in the cabinet covered when you're cleaning. If you don't, dirty water, dust, dirt or other accumulations may fall into the Ice Cream and contaminate it.

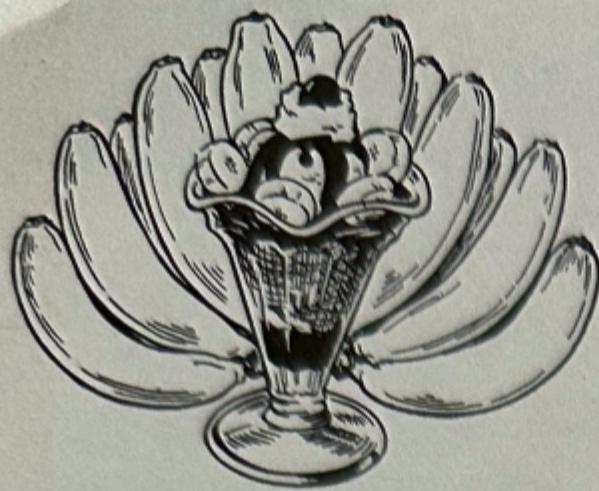
THIS IS

Right

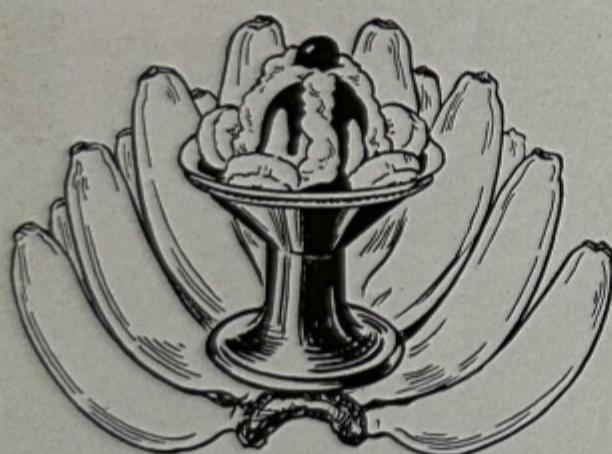
Remove the Ice Cream cabinet lid from the cabinet and clean the lid, top, and underside, especially the joints and hinges, with a clean soft cloth that has been dipped in warm water containing a little vinegar. Every time you remove the lids make certain the Ice Cream is covered to protect it from contamination.



YOUR FEATURE ITEM FOR OCTOBER



SPOTLITE ON the - - -



There's an irresistible appeal to the perfect combination which bananas and Ice Cream make that you can capitalize on during the month of October to increase your Ice Cream sales. Add a quality chocolate topping, some whipped cream and a cherry to this "toothsome twosome", give it the perfect "spotlite" sendoff and then watch the volume sales and repeat business roll in.

Maybe you don't understand what we mean by the "perfect spotlite sendoff". Let's stop a moment and see what this can mean to your business. When your customers call for the special Ice Cream item you're featuring (or any Ice Cream item, for that matter) they expect to receive it in all its delicious goodness.

Chocolate Banana Sundae

Take the Chocolate Banana Sundae—this month's feature. Following the easy-to-understand directions on the opposite page you'll be able to make it with all the taste tempting appeal that places it on the top seller list. But that's not the end. Merchandising doesn't stop with merely making the Chocolate Banana Sundae. It must be served to the customer so that he'll receive the utmost in satisfaction and eating pleasure.

Now it's a known fact that people "eat with their eyes". That's right. You can "double take" that sentence until doomsday and it's still true. All of us derive more pleasure from eating when our food is served attractively. Take a look at any well set dinner table that excites your admiration *and your appetite* and you'll find little touches—little extra flourishes that add to its attractiveness.

That's eye appeal and it will do the same for the Chocolate Banana Sundae you're featuring this month. How do you get this extra eye appeal—this "spotlite" sendoff that makes satisfied customers, repeat customers? Simple. First make sure that your counter top, silver ware, glassware, paper service—everything that is connected with the service—is perfectly clean. Then serve the Chocolate Banana Sundae to your customer on a doily or doily covered plate with a clean spoon, napkin, glass of water and a *smile*. Don't skip any of those necessary factors that go to make up the perfect service—that "spotlite sendoff".

The doily or doily covered plate will give that extra "lift" that delights the eye. The clean, shining spoon, the napkin, the glass of water are all part of every perfect service.

And the smile. The smile, whether you know it or not, can mean so very, very much to your success in business. It typifies your warm, friendly interest in your customers. It shows in the best possible way your appreciation of their business. It lifts your store out of the "here's your order, where's your money?" type of operation into the kind of business which says, "You're a friend of ours whose patronage we appreciate and we're always happy to serve you".

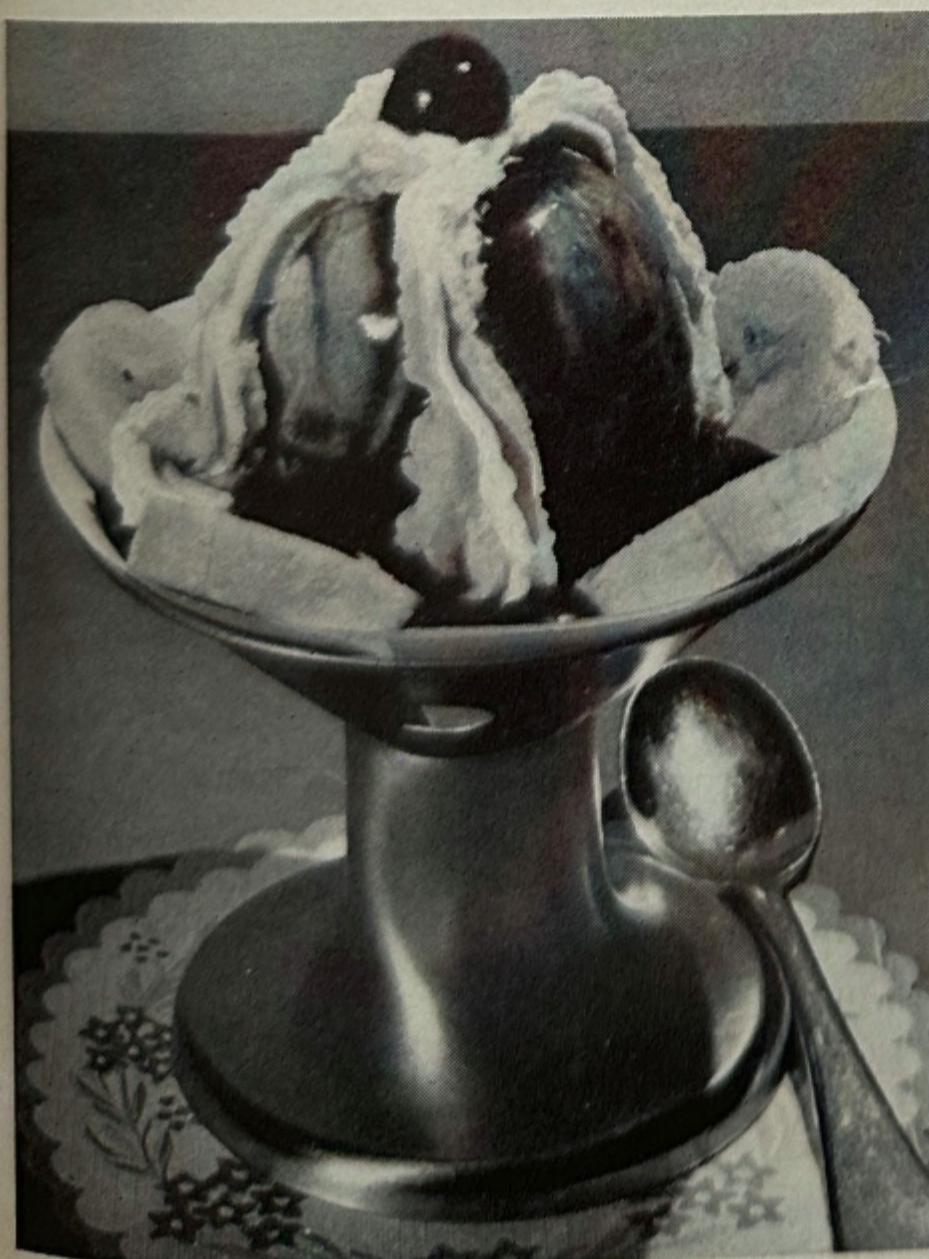
Try the Spotlite Sendoff on your Chocolate Banana Sundaes this month. Use it on all your Ice Cream services. It's the kind of good merchandising that builds bigger business.

CHOCOLATE BANANA SUNDAE . . . YOUR FEATURE ITEM FOR OCTOBER

CHOCOLATE BANANA SUNDAE

Bananas and Ice Cream! Luscious chocolate topping, rich whipped cream, a ruby red cherry! Stop that screaming. There's enough to go around. Yours is coming right up, sir. What a combination. The name? The name, sir, is CHOCOLATE BANANA SUNDAE!

There's your feature Ice Cream item for the month of October and you'd better clear the decks for action. Talk about "love that soap"? You ain't seen nothing yet, brother. You ain't seen nothing 'til you see how your customers will "love that Chocolate Banana Sundae".

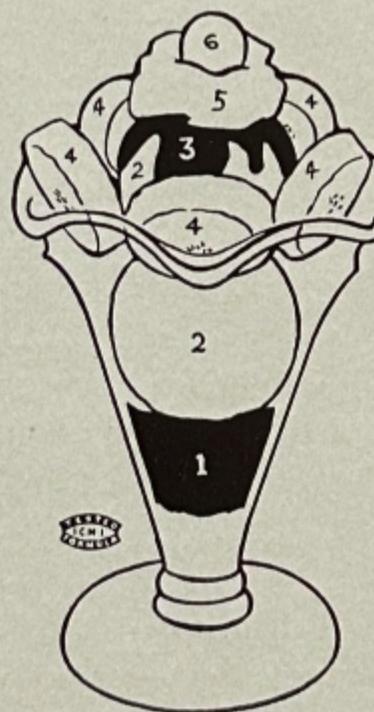


Better make it right, though. The right amount of the right ingredients and you'll have satisfied customers sighing, "Just right" when they've finished. Here's how to make the Chocolate Banana Sundae to produce that "just right" effect on your customers

IN GLASS

Ingredients: Vanilla Ice Cream, Banana Slices, Chocolate Topping, Whipped Cream, Cherry.

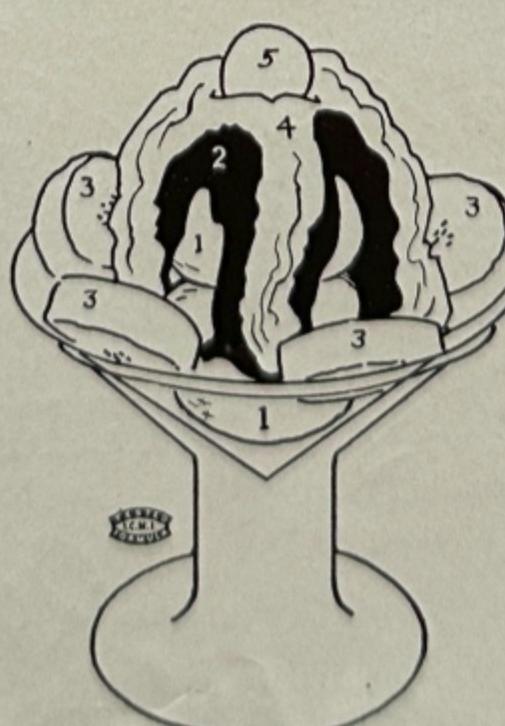
Procedure: In the bottom of a clean, sparkling crimp sundae glass place $\frac{1}{2}$ ounce chocolate topping. Add 2 #20 dippers of Vanilla Ice Cream. Cover the Ice Cream with 1 ounce of chocolate topping. Place thin banana slices around edge of dish. Garnish with whipped cream and decorate with a whole or half maraschino cherry.



1. $\frac{1}{2}$ ounce chocolate topping
2. 2 #20 dippers Vanilla Ice Cream
3. 1 ounce Chocolate Topping
4. Banana Slices
5. Whipped Cream
6. Cherry

IN PAPER SERVICE

Procedure: Place 1 #20 dipper of Vanilla Ice Cream into a clean paper service. On top of the first dip of Ice Cream place another #20 dipper of Vanilla Ice Cream, pressing down firmly to assure an attractive and eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces chocolate topping. Place thin banana slices around the edge of the paper service. Top with whipped cream and decorate with a cherry.



1. 2 #20 dippers Vanilla Ice Cream
2. $1\frac{1}{2}$ ounces Chocolate Topping
3. Banana Slices
4. Whipped Cream
5. Cherry

"OCTOBER'S BRIGHT BLUE WEATHER"

brings
World's Series
Football Saturdays
Halloween

Ice Cream goes home

When people gather to listen to the radio or see a television broadcast of a world's series game, what's more natural than a friendly "snack"? Suggest pint packages of Ice Cream (one will serve three). Just cut—put on a dish and serve! The host or hostess doesn't miss any of the game—and all are refreshed.

Ice Cream goes home

After the football game, the young folks like to gather for "chow"—usually a buffet supper at some home. Spread the word that Ice Cream is the easiest and most popular dessert for such a gathering. You can supply a gallon or a half gallon of their favorite flavor, and if you feature this with a can or two of topping—the young folks have the "makings" of a sundae—and they love it.

Ice Cream goes home

Halloween is party time—suggest the Halloween Sundae to homemakers—a serving of Ice Cream topped with chocolate sauce and sprinkled over with "candy corn." You can make a combination sale of all three items, if you like. And for "trick or treat"—Ice Cream cups are a "natural"—but if the word gets around, that house will get every call!

"It's always fair weather when good fellows get together"—and "fair weather" for Ice Cream sales—if you keep your eyes and ears open.

Suggest the Ice Cream of the month or your special favors for "Take Home" and suggest always "TAKE ENOUGH HOME."

**the difference is—
in the way you say it**

BY RICHARD C. REAGER
*Director of Public Speaking,
Rutgers University*

MAKING WORDS COUNT

Words, properly used, are stepping stones to sales. Proper phases and correct sentences build customer good will. Weak and inadequate vocabulary, plus an indifference and carelessness in the language we use, destroys customer interest not only in us but also in our place of business.

Your vocabulary will have more power and drive, and will aid you in building customer good will if the following suggestions are followed:

1. Avoid slang and the speech of the passing crowd. Always keep your language on an understandable plane by keeping it within the experience of the customer to whom you are talking.
2. Use language which motivates your customer. Be positive—never negative. Avoid hardness in your vocabulary.
3. Avoid all shop-worn and stilted phrases.
4. Always use words and phrases easily understood. Avoid bookish terms or the use of a technical vocabulary which might be unfamiliar to your customer.
5. Use language which is associated with a smile. A pleasant manner and a rich vocabulary of friendly words do much to build customer good will.
6. Finally, remember that a good vocabulary is never used as a weapon. It should never be used as a means of causing annoyance or resentment. It must never antagonize the customer.

Not only should we use a good vocabulary but we should also pronounce correctly all words used and give proper attention to accent and articulation. Pronouncing words properly and articulating correctly automatically increases the melody of our speech and gives us a much more pleasant tonal quality than we otherwise would have.

We should exercise great care in the choice of the word or words used. Too often the real meaning of the thought we wish to express is lost because of a weakness in the diction used. Too many of us fall back on pet phrases or colloquialisms peculiar to some section of the country not necessarily peculiar to the place we are in. For example, in Wyoming a few months ago I continually heard the phrase, "It's six bits." In Wyoming that means 75 cents. But "six bits" would not necessarily mean 75 cents in some other state even though its use perhaps is perfectly acceptable in Wyoming.

If you would sell more easily, if you would build better customer good will, if you would build volume sales—you should always make the language you use an asset in selling your merchandise, your store and yourself.

make words count...

Orange Pineapple

October 15th

Cake Roll

Tarts

FROM MAKERS OF
COSTA'S FRENCH ICE CREAM

Ice Cream Merchandiser

SALES AND PROFITS BUILDER



IN THIS ISSUE:

DEFROSTING THE ICE CREAM CABINET

Cut costs—keep Ice Cream better — increase storage space

ICE CREAM CONES

Stimulating volume sales

TAKE HOME MORE PROFITS ON TAKE HOME ICE CREAM

HOT FUDGE SUNDAE

Sales-builder for January

ACCURATE COSTING IS VITAL TO A SUCCESSFUL BUSINESS

SPECIALTIES

Merchandising the Fudgsicle

ICE CREAM DIPPING

Profitable pointers on increasing Ice Cream yield

CLEANING THE ICE CREAM CABINET

BE PLEASANT ALL DAY LONG

Common sense tips on "Speech and Selling":



Ice Cream Merchandiser

Published Monthly
ICE CREAM MERCHANDISING INSTITUTE, INC.
BARR BUILDING WASHINGTON 6, D. C.

Editorial:

A NEW YEAR—A NEW ICE CREAM MERCHANDISER

It's fitting that the publication of the first issue of the new, 12 page, full color Ice Cream Merchandiser should coincide with the birth of a New Year.

The ICE CREAM MERCHANDISER is starting the New Year right—with a bang! *More* powerful features, *more* pictures, *more* pages, *more* color—all designed to help you sell *more* Ice Cream and sell more of everything!

We're going to bring you the very latest and the very best in Ice Cream merchandising suggestions, ideas, promotions and campaigns.

Each month you'll find special features designed to help you sell more take-home Ice Cream, to help you realize greater profits through increased sales.

You'll find power-packed information on many phases of Ice Cream merchandising in this issue and every issue to follow. It's the best way we know of saying to you: HAPPY NEW YEAR from the *new* ICE CREAM MERCHANDISER.

We'd appreciate it if you'd pass the ICE CREAM MERCHANDISER along so that everybody in your store can read it. We'd like to hear from you. Write and tell us what you think of our new magazine.

Gustemerich

Managing Director

Ice Cream Merchandising Institute, Inc.



THE ICE CREAM CONE

Ice Cream cones are splendid store traffic builders. Perhaps there's nothing sells Ice Cream more than to see someone walking down the street enjoying this delicious and nutritious treat. This is one item in which there's an advantage in selling at lower than your average gross profit. Besides stimulating volume business Ice Cream cones promote the rapid turnover that will make a satisfactory gross profit at the end of the year.

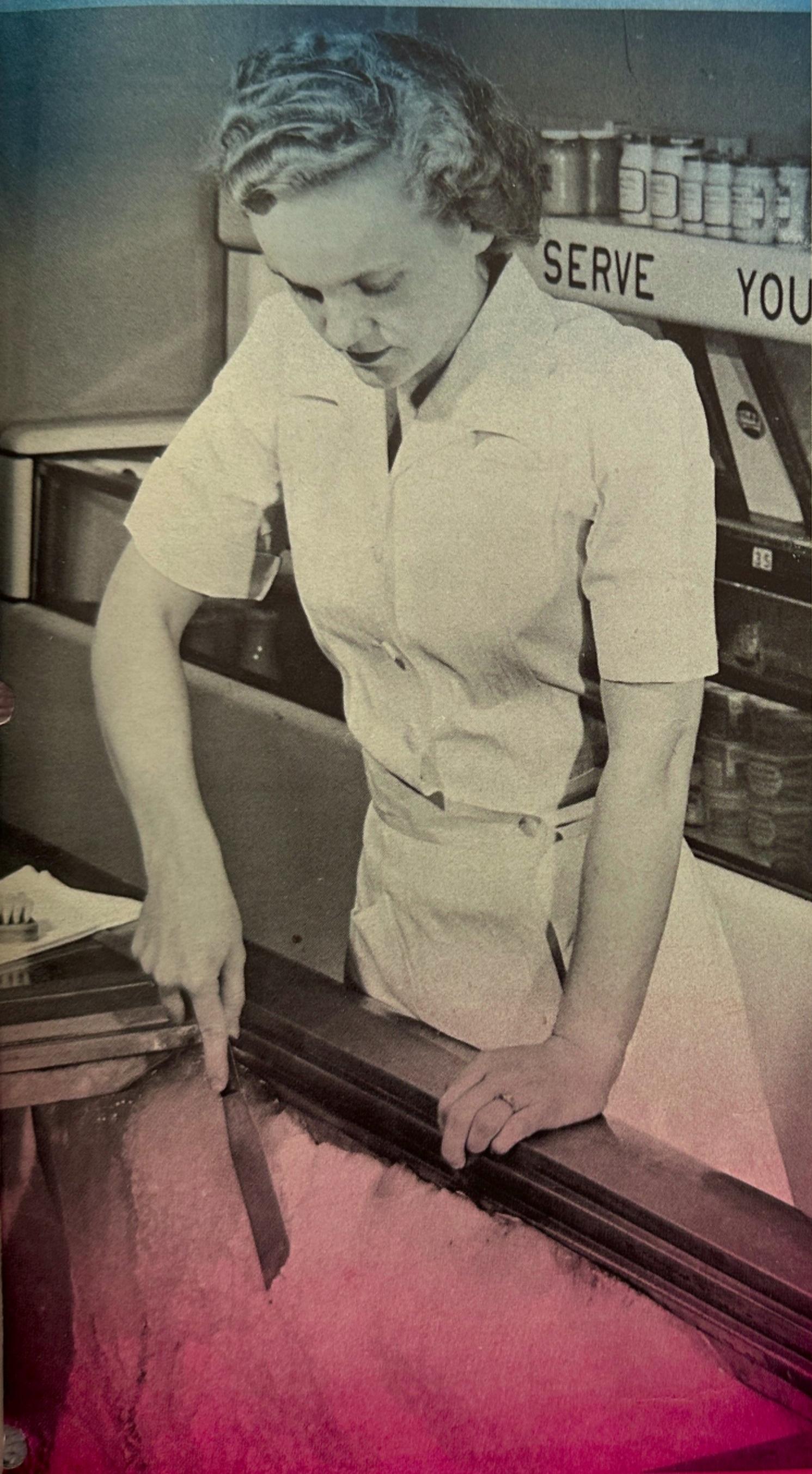
To stimulate sales, place a large display of Ice Cream cones near your Ice Cream cabinet. Ice Cream and cones go together like ham and eggs. Featuring take-home packages of Ice Cream cones is another way to boost sales, and offers your customers a convenient way to keep a supply of cones available at home.

Surveys have shown that Ice Cream cone sales are definitely increased in direct proportion to the number of customers that see them so follow the merchandising slogan that says: "Display 'em and they'll buy 'em". And come back for more too.

PUT UP YOUR ICE CREAM CONE ADVERTISING.

Cover Photo: Here's a delicious, taste-tantalizing Hot Fudge Sundae that will help you boost your sales during January. For information on how to make and merchandise this sales builder see pages 6 and 7 of this issue.

Defrosting the Ice Cream Cabinet



The Ice Cream cabinet that does so much to help you sell Ice Cream, that brings so many customers into your store and helps build volume sales should be given the best of care. This means, among other things, defrosting the cabinet regularly.

Frost and ice on the cabinet walls will act as insulators against refrigeration. Besides impairing the efficiency of the refrigerating system it will cause the motor of the Ice Cream cabinet to run longer and thus use more power.

A half inch of frost on the walls of the average Ice Cream cabinet will decrease the storage space by about one cubic foot.

Regular defrosting, then, is helpful to you in keeping your Ice Cream in good condition, in reducing your electric bill and in getting the maximum storage space.

To defrost your Ice Cream cabinet use a round edged spatula, stiff brush (not steel bristled!) or the new Freezer-D-Froster illustrated at the lower right hand corner of this page.

Never use an ice pick or any other sharp instrument because you may puncture the lining of your Ice Cream cabinet and cause permanent damage.





TAKE HOME MORE PROFITS



One of your greatest opportunities for expanding Ice Cream sales and thus building bigger profits lies in increasing the sale of take-home Ice Cream, both ready filled and hand packed.

Take-home Ice Cream sales are wide open for expansion since most of your customers are just beginning to learn about the variety of ways nutritious and delicious Ice Cream can be served at home.

One very fine way to increase your sales of take-home Ice Cream is simply to suggest it to your customers. Many people, when they are in a store, often forget some of the things they planned to buy.

A housewife may be having guests for dinner and have planned to get something extra good and extra special to serve. She may have forgotten this and a friendly suggestion from you about taking Ice Cream home would serve as a reminder and result in a sale.

Or she may have planned on buying something other than Ice Cream as a special treat. A suggestion regarding the versatility of Ice Cream in home services may quickly convince her that her "best buy" is Ice Cream. See the extreme right hand column of the opposite page for several suggestions you can offer to your customers on ways of serving Ice Cream at home. They're delicious, practical, easy-to-make services that your customers will appreciate and that will help you sell more take-home Ice Cream.

TAKE HOME ICE CREAM

More and more mechanical home refrigerators, deep freezers and frozen food lockers are being utilized by the home-makers of the country—and many of these people are *your* customers or potential customers. This gives you a wonderful opportunity to increase the per unit sale of Ice Cream. Where, in the past, your sale of take-home Ice Cream may have been confined mainly to a pint or a quart you now have an opportunity to sell many pints and quarts and also half gallons, gallons and two and a half gallons thereby increasing the size of your unit sale and accordingly boosting your turnover and stimulating profits.

Since this would serve to increase your sales of take-home Ice Cream tremendously it's worth the time and effort necessary to do everything you can to realize the greatest possible amount of this kind of business.

What can you do? Well, here are some suggestions:

Make friends with the salespersons and owners of electrical appliance stores in your neighborhood. Obtain the names of all persons buying home mechanical refrigerators and deep freezers, put them on your mailing list and send them post cards regularly suggesting how simple it is to keep Ice Cream at home—a nutritious and delicious food available whenever they want it.

If you have a home delivery service, when these people begin buying Ice Cream from you suggest that it may be more convenient for them if you sent the Ice Cream—pints, quarts, half gallons, gallons, $2\frac{1}{2}$ gallons—to their homes regularly. This way you'll be able to build a repeat business in large unit quantities—and *take home more profits on take-home Ice Cream.*



HOME SERVICES



EGG NOG SMOOTHIE

Place a portion of Egg Nog Ice Cream in a glass. Add 4 ounces of pasteurized or homogenized milk and whip with a spoon until smooth. Sprinkle with nutmeg.



FRUIT CAKE SUNDAE

Cut a pint package of Vanilla Ice Cream into thirds and place each portion on a small plate. Sprinkle generously with crumbled fruit cake.



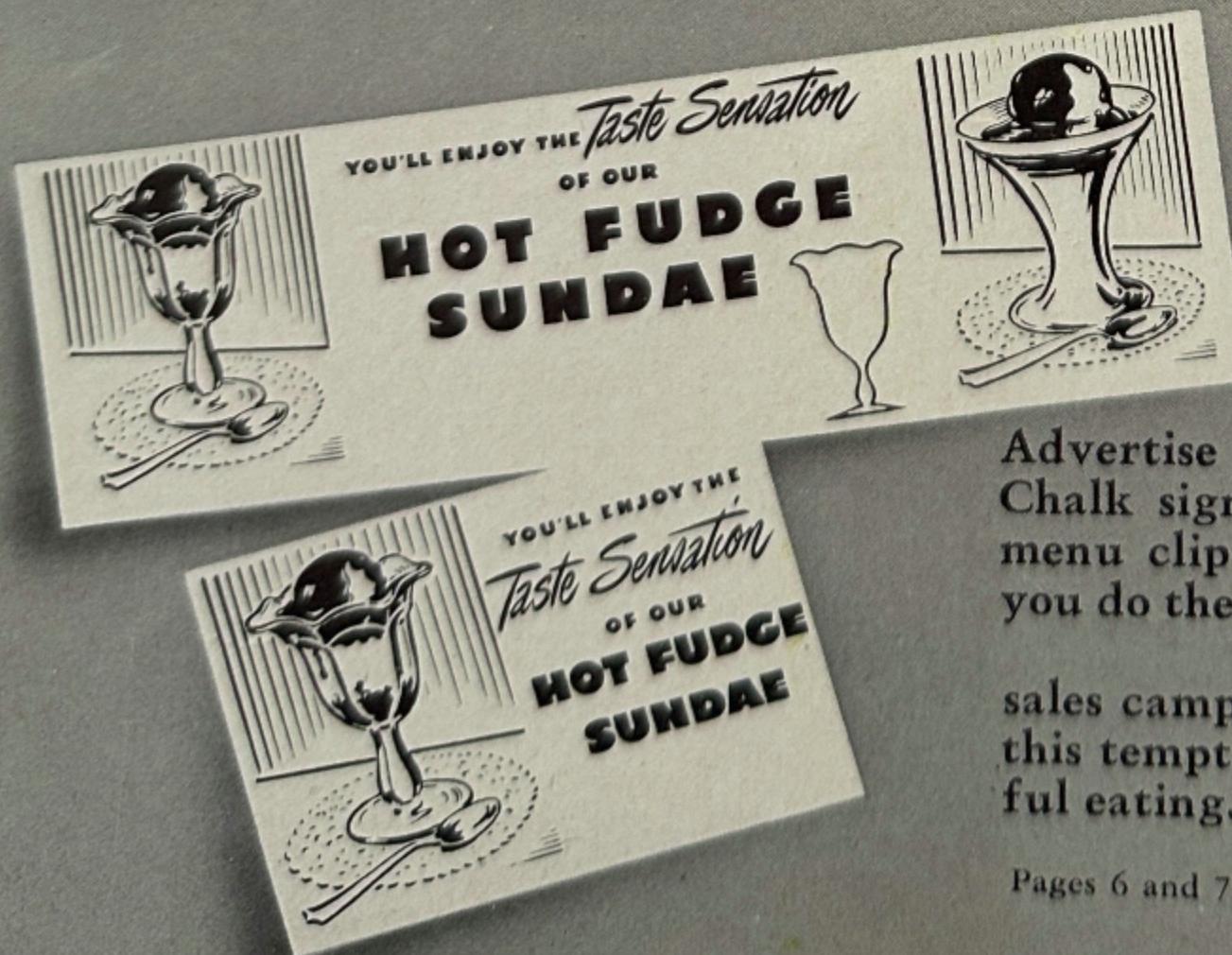
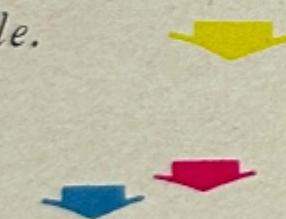
STRAWBERRY CRUNCH

Place a portion of Strawberry Ice Cream in a small dish and cover with crumbled vanilla wafers.

HOT FUDGE SUNDAE

MAKE IT THIS WAY IN GLASS:

Into a sparkling clean tulip sundae dish put $\frac{1}{2}$ ounce hot fudge. Add 2 #20 dippers of Vanilla Ice Cream. Cover with 1 ounce hot fudge. Serve on a doily or doily covered plate with clean spoon, napkin, glass of water and a *smile*.



Start the New Year right by featuring the delectable Hot Fudge Sundae shown on these during the first month of 1949. To sell any you've got to let your customers know you have and that goes for the Hot Fudge Sundae in the light this month.

Advertise this special sundae—let your customers know about it. Chalk signs on your window and back bar, or back bar stripes, menu clip-ons similar to the ones illustrated at the left will help you do the job.

They'll spark your hot fudge sundae sales campaign and keep your customers asking for this tempting combination that makes such delightful eating.



**MAKE IT THIS WAY IN
PAPER:**

Into a clean paper service place 1 #20 dipper of Vanilla Ice Cream. On top of the first dip of Ice Cream place another #20 dipper of Vanilla Ice Cream. Press down lightly to hold the second dip of Ice Cream firmly on top to assure an attractive and eye appealing service. Cover the Ice Cream with 1½ ounces of hot fudge. Serve on a doily with spoon, napkin, glass of water and a smile.

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PROFITABLE ARITHMETIC

Costing today is a subject that requires the careful attention of every soda fountain and Ice Cream department operator—in fact, the careful attention of every man in business. There are several factors involved in the costing problem that should be given considerable thought by the retail operator. Consumer resistance to high prices is reaching a point where it can seriously affect business and as a result selling prices must be kept in proper relation to actual costs. Accordingly these points must be considered when setting a selling price:

1. Set a price which will produce the greatest number of inventory turnovers in any given period and at the same time give consumers a fair value for the money they spend. Always remember that slightly lower margins usually increase turnover tremendously.

For instance two pints of Ice Cream offered at a slightly lower price than the combined price of the two pints sold separately will help to increase sales, and your volume business.

2. Set a price which will return a fair profit on investment.

To do this the retail operator must know his ingredient costs so that he can set his selling price at the figure which will give him his predetermined gross profit. To keep costs accurate the retail operator must make certain that portions are uniform. For instance if he uses an ounce and a half of syrup in making an Ice Cream item he must set his pumps to throw exactly an ounce and a half. Dispensers must be trained in proper dipping so that a good yield per can of Ice Cream is realized (see page 10). Correct size ladles must be used in dispensing toppings. All these factors are of paramount importance if the retail operator is to keep his selling price in proper relation to his costs and so realize his fair, predetermined gross profit.

For an example of how this works let's cost the Hot Fudge Sundae illustrated on Pages 6 - 7 of this issue of the ICE CREAM MERCHANDISER.

1½ ounces hot fudge topping @ \$2.46 for #10 tin \$0.0391
(96 ounces in #10 tin. Allow 2 ounces for waste. Use 94
ounces for figuring. Divide \$2.46 by 94 to get cost of 1 ounce.
Multiply by 1½ to get cost of 1½ ounces)

2 #20 dipper of Ice Cream (Add)

(To determine the cost of 2 #20 dippers of Ice Cream divide
the cost per gallon of your Ice Cream by 42—average yield
per gallon with #20 dipper. This gives you cost of 1 #20
dipper of Ice Cream. Multiply by 2 to get the cost of the
Ice Cream used in the Hot Fudge Sundae and insert above)

Total Ingredient costs of Hot Fudge Sundae

PROFIT BUILDERS



Retail salespersons are in large part responsible for the success of every profitable sales transaction. The following pledge is a good one to keep in mind and to work by

RETAIL SALESPERSON'S PLEDGE

- * I will always be clean in person and in appearance.
- * I will keep the store I work in and all of the equipment I use clean.
- * I will maintain pleasant and friendly relations with my co-workers.
- * I will always be pleasant and courteous to customers.
- * I will always serve customers as quickly and accurately as possible.
- * I will serve customers in their proper turn.
- * I will have no "favorite" customers—all customers will be favored.
- * I will serve children in the same pleasant, courteous and speedy manner I do grown-ups.
- * I will keep expenses to a minimum by being careful in handling dishes, wearing uniforms, using electric power, etc.
- * I will cooperate whole-heartedly with the Ice Cream company's merchandiser in all sales promotions and merchandising campaigns.
- * I will do everything I can to increase my working efficiency and to become a greater asset to my employer.



PHOTO COURTESY
JOE LOWE CORP.

STORE TRAFFIC BUILDERS

There are several good reasons why you should put your best efforts behind the merchandising of Frozen Specialties on a stick.

1. They are a packaged product easy to handle.
2. They can be served quickly with a minimum of time and labor.
3. They are in the rapid turnover class.
4. They give you a good gross.

In January after basketball and hockey games suggest Frozen Specialties on a stick "by the bag" for good eating when your customers get together to discuss the game.

Frozen Specialties on a stick are also a mother's answer to her children's cry for "something good to eat." With a half dozen kept in the freezing compartment of her home refrigerator she's able to satisfy Johnny and Mary when they get that hungry feeling.

Offer these friendly suggestions to your customer. Sell Frozen Specialties on a stick "by the bag."

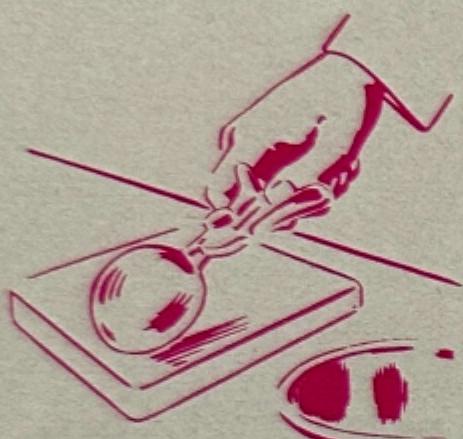
**ADVERTISE FROZEN SPECIALTIES ON A STICK
AND INCREASE YOUR WINTER SALES**

ICE CREAM DIPPING

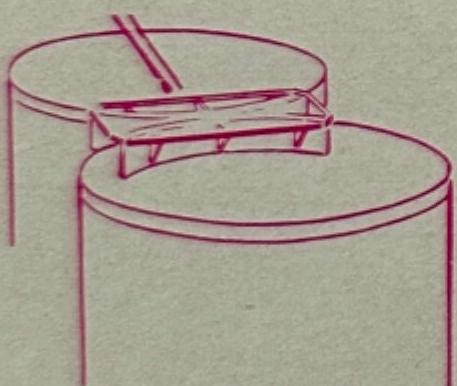
Portion Dipping



Check dippers to see they are sharp-edged. If nicked, bent or dull return to manufacturer for repair.



Before dipping, tap dipper on dipper pad to remove water. If you don't, water on dipper will form ice crystals on Ice Cream.



Use can holders to keep Ice Cream cans stationary. Check Ice Cream temperature with a thermometer. Ice Cream should be firm enough to cut readily—not too *hard* and not too *soft*. Check with your Ice Cream manufacturer for correct temperature.



Start dipper not deeper than $\frac{1}{2}$ inch into Ice Cream. Draw dipper in circular motion across surface, following dips around until an even layer is removed.

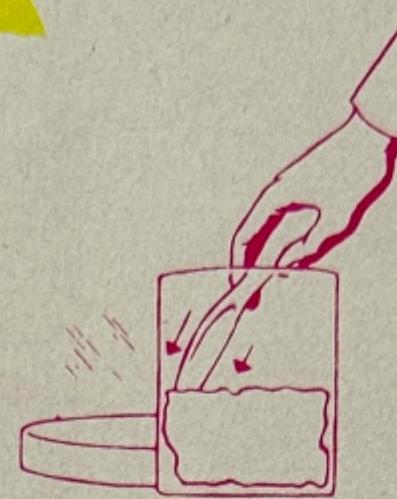


Remove one layer at a time all the way down. Use moderate pressure. Lowering surface evenly improves yield per can, maintains texture, prevents soft Ice Cream, ice particles and gives more profit.

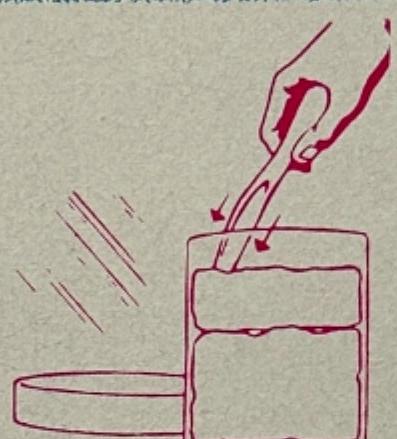
Hand Packing



1. Use spade or spoon with sharp cutting edges—bottom as well as sides.



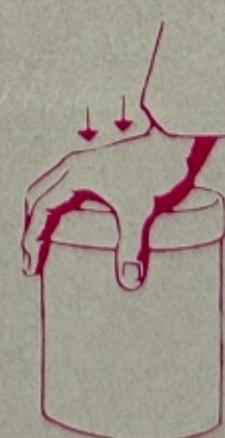
2. Gently lay the Ice Cream in carton—DON'T PACK! Simply use sharp end of spade to push Ice Cream into corners of carton.



3. Take another spade of Ice Cream and place on top of first. DON'T PACK! Force out any vacant pockets with sharp end of spade.



4. Round the top of container with third and last spade of Ice Cream.



5. Put cover on carton, pushing Ice Cream down to the top of carton level. (The packing has been done once—not several times as is generally done!)



6. IF SQUARE CARTON is used, place carton in metal mold and follow the same cutting and packing procedures.

Good Housekeeping!

CLEANING THE ICE CREAM CABINET . . .

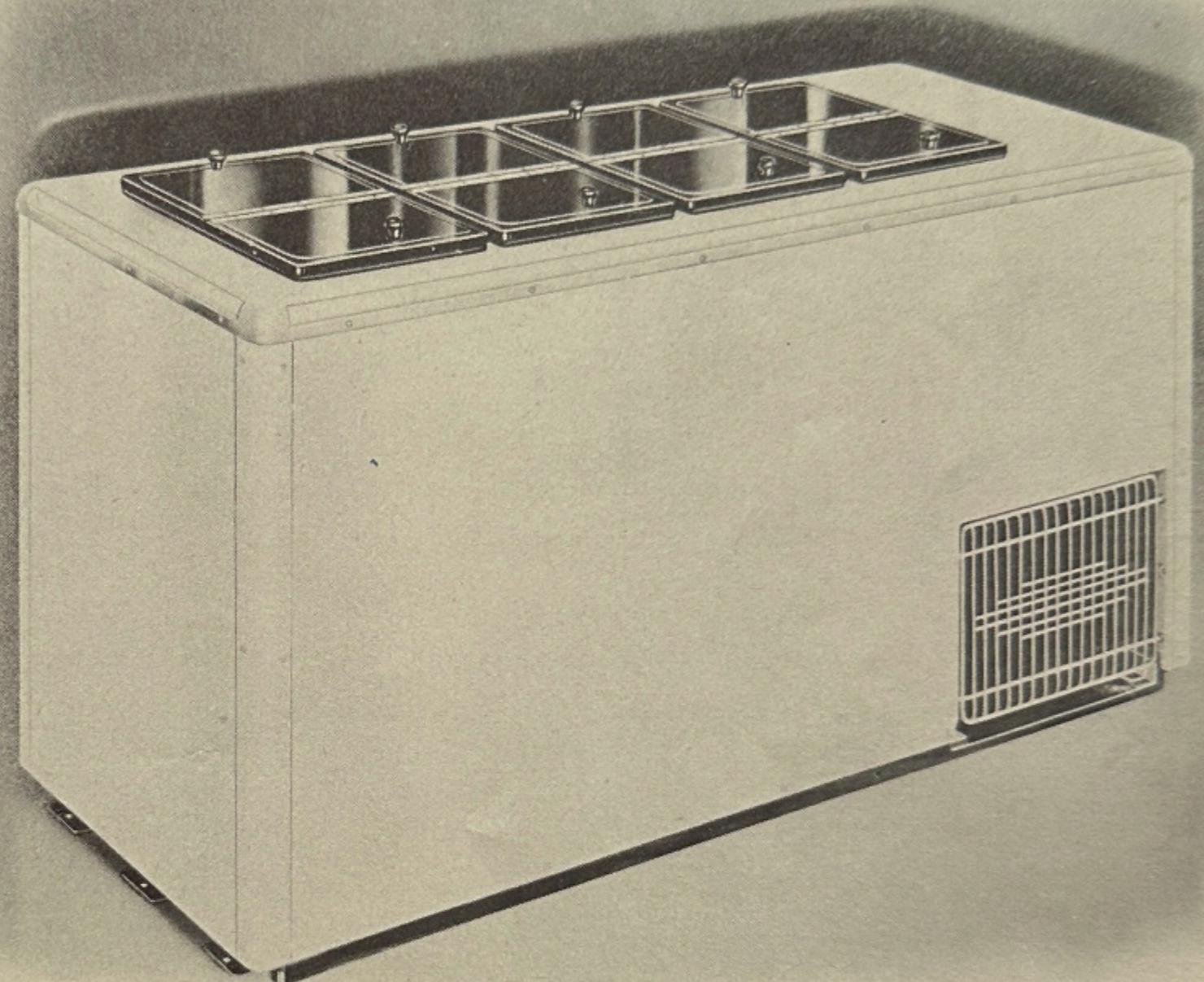
Your Ice Cream cabinet is in the spotlite when it comes to selling Ice Cream. A cabinet that isn't clean leaves a bad impression on your customers—they may begin to wonder about the purity of the product it contains.

The lesson behind that thought, then, is always keep your Ice Cream cabinet clean, bright and shining. Then it will be a fitting place to keep a product as pure and nutritious as Ice Cream.

To keep the outside of your cabinet sparkling and inviting, wash it with mild soap and warm water or a warm soda solution. Clean the cabinet lids with warm water and a soft clean cloth. Use mild soap to remove any dirt. Never use scouring powder or a strong soap. Wipe the undersides of the cabinet lids with a clean damp cloth and pay special attention to joints and hinges. Always keep the Ice Cream covered when cleaning lids to prevent water from dropping into the Ice Cream.

NEVER DO THIS

Never use a dirty rag to clean your Ice Cream cabinet lids and never allow the Ice Cream in the Cabinet to remain uncovered when you're cleaning. Water, dust, dirt or other accumulations may fall into the Ice Cream and contaminate it. To do the cleaning job properly remove the lids from the Ice Cream cabinet.



TO SELL... SAY IT WELL

by Richard C. Reager, Director of Public Speaking, Rutgers University

BE PLEASANT ALL DAY LONG

A good many people in this country start every day in rather a pleasant mood. In most stores there is usually a greater friendliness during the morning than there is in late afternoon or evening.

Pleasantness in any place of business creates a friendly atmosphere. Customers find pleasure in being received in a friendly way. It adds immeasurably to their pride and sense of "their own importance".

The best way to guarantee that this friendliness will continue throughout the entire sales day is to practice the following suggestions:

1. Watch your conversation with fellow clerks, dispensers and customers. Be the same in your dealings with all people.
2. Do not criticize others. If you must, make the criticism constructive and preface it with a word of praise for some job well done.

3. Do not discuss controversial topics like politics with your co-workers or customers. Everyone is entitled to his own view on such subjects.
4. Be interested in your job, your employer and yourself. Do extra jobs that are required pleasantly and graciously.
5. Make your customers feel welcome when they come into your store. Call them by name when possible and let them know you are anxious to serve them.

Pleasantness in any store means a better store; a better store means a larger volume of business. Pleasantness should be a constant attitude and practised by everybody in a store.

Be pleasant all day long! It will make your day easier; it will make friends for you and your place of business; it will create good employee relationships; *it will help sell more Ice Cream!*



BROUGHT TO YOU EACH MONTH BY
YOUR PROGRESSIVE ICE CREAM COMPANY



Ask your driver for
CHOCOLATE MARSHMALLOW

FROM MAKERS OF
COSTA'S FRENCH ICE CREAM

Ice Cream Merchandiser

SALES AND PROFITS BUILDER



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PROFIT BUILDERS

STICK CONFECTIONS

LUNCHEONETTE COMBINATIONS

A CLEAN SODA FOUNTAIN

THERE IS VALUE IN A PLEASANT "GOOD MORNING"



Ice Cream Merchandiser

Published Monthly

ICE CREAM MERCHANDISING INSTITUTE, INC.
BARR BUILDING

WASHINGTON 6, D. C.

Editorial:

EQUIPMENT CARE

Taking good care of the equipment in your store is virtually like putting money in the bank. It represents a saving to you that will bring returns over a period of years and makes possible its continuous efficient and effective use.

You paid a certain amount of money for the equipment in your store. It's only logical that if the equipment is given good care it will give you longer service—and better service.

Since this is true it means that you won't need to replace it as quickly as you probably would if it weren't given the right kind of care. Replacing worn out equipment, especially today, is quite often an expensive proposition, as you well know. Therefore, you're actually saving money—putting it in the bank, if you want to think of it in that way—when you see to it that those details of cleaning and service are followed which will prolong the life of your equipment.

Read carefully pages three and eleven of this issue. You'll find tips on the cleaning and care of the Ice Cream cabinet and soda fountain that will be invaluable in helping you to get longer and better service from the equipment that does so much toward helping you to bigger and better Ice Cream sales and profits.

Gustenmerich

Managing Director

Ice Cream Merchandising Institute, Inc.



THE ICE CREAM CONE

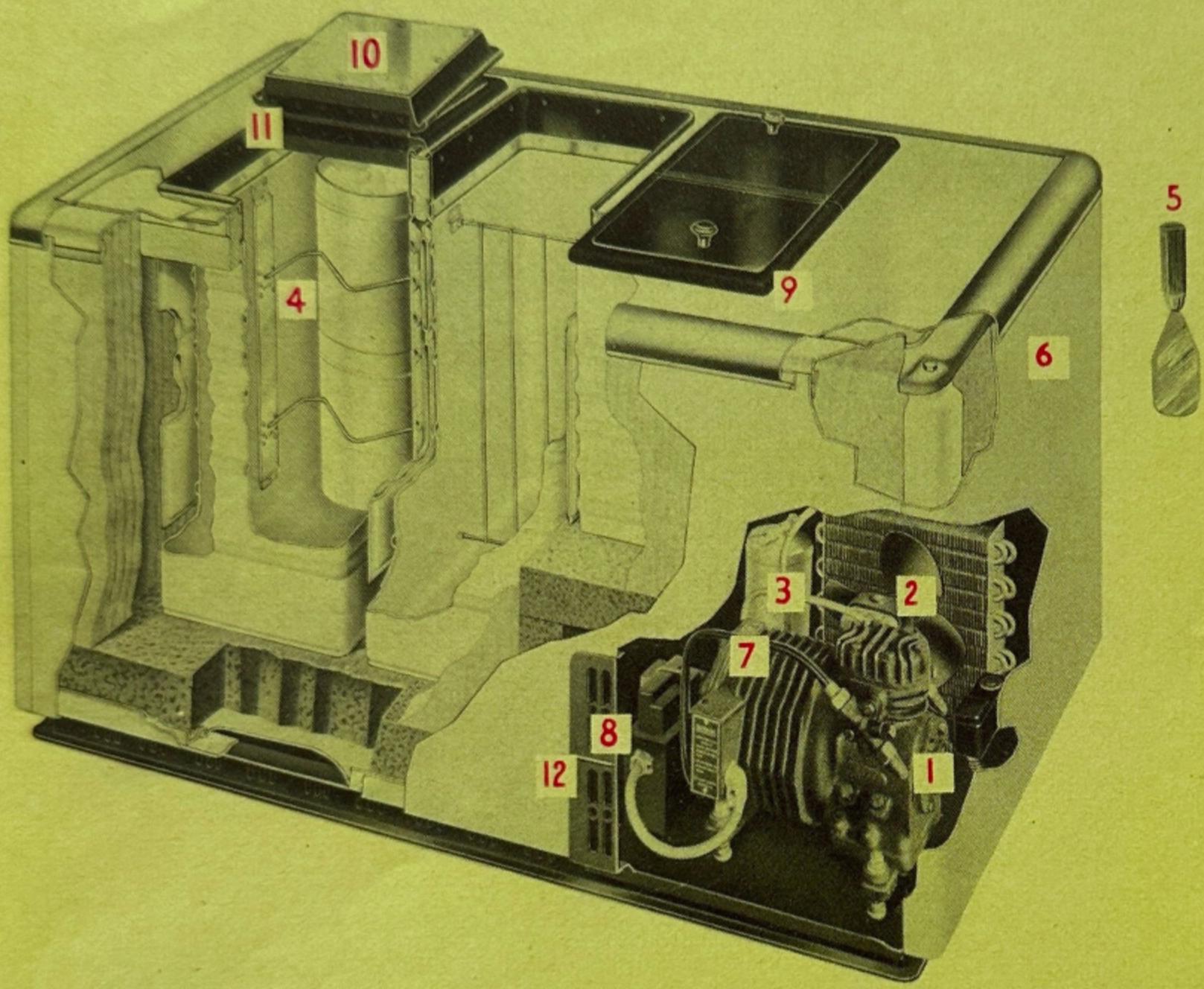
Featuring and serving Ice Cream Cones in your store helps increase traffic and builds the extra sales that mean plus profits to you. You can increase your Ice Cream and cone sales by directing your merchandising to your customers' particular wants. It's simple sales horsesense that produces results which you can listen to as your cash register rings up the extra business. Let's take a particular case and point up what we mean. Who are your best customers for Ice Cream Cones? That's right. Children. How often would a child eat an Ice Cream Cone? Right. As often as he could get one, and so will the grown ups too. Would mothers like to have a special treat right at home that they could serve simply and easily to their children—something the children like very much? Of course they would. There you have two *wants* waiting to be satisfied—the child's and the mother's. Right in your store you have just what it takes to satisfy those wants. The market is there—why not merchandise to get those extra sales and profits?

Sell a combination quart, half gallon or gallon of Ice Cream and a package of take-home cones at a unit price. Then mothers can give the children the wonderful treat they enjoy so much right at home and everybody's happy—including you who have made the additional sales.

You see it pays to satisfy customers' particular wants. So suggest and promote a combination of take-home Ice Cream and take-home packages of Cones.

DISPLAY YOUR ICE CREAM CONE ADVERTISING

Take care of your Ice Cream Cabinet



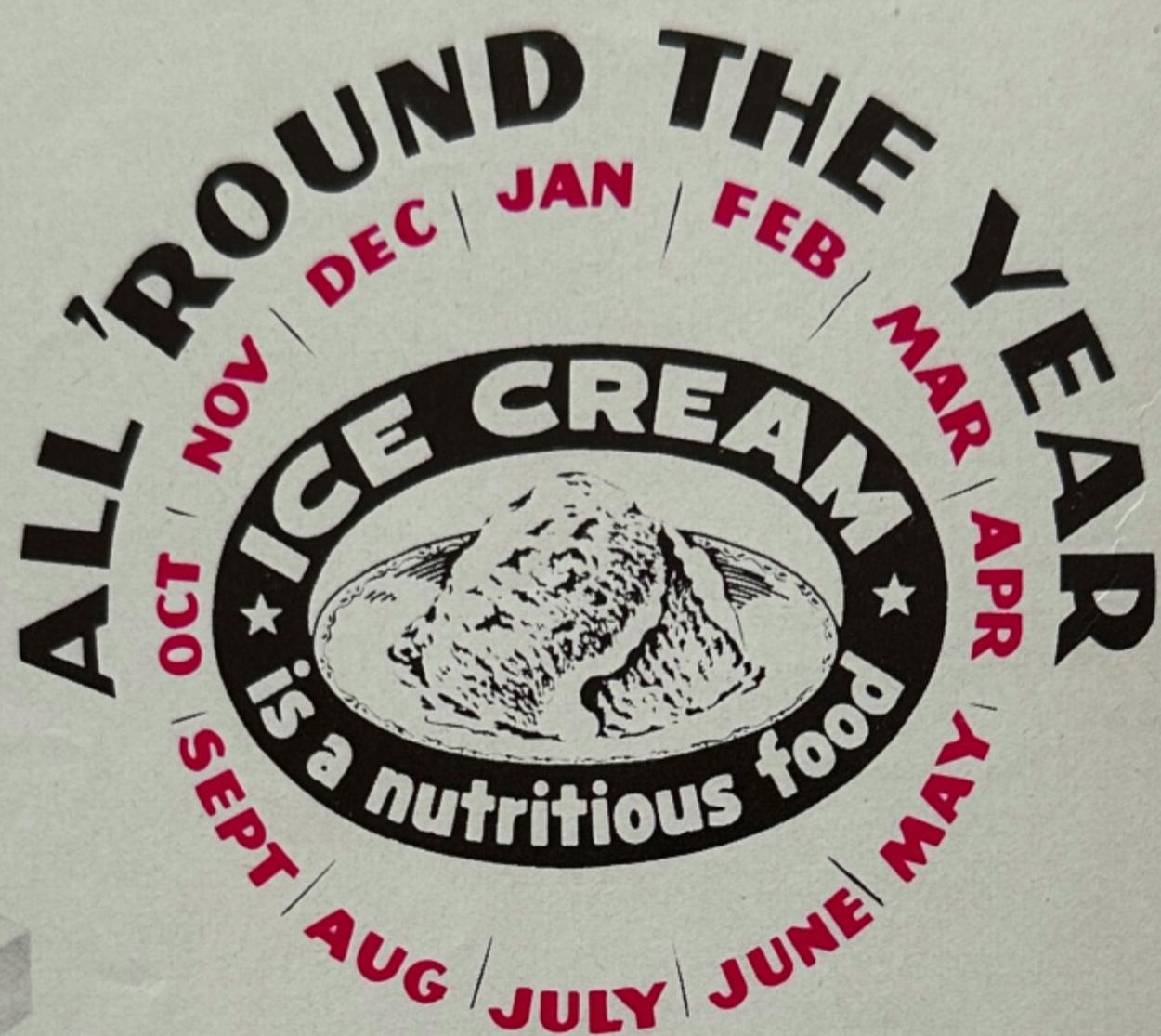
The Ice Cream cabinet in your store is, as you well know, a very valuable piece of equipment. To keep the Ice Cream you sell to your customers in the perfect condition it's in when delivered by your Ice Cream manufacturer it's necessary that your Ice Cream cabinet always be kept in good running order. This isn't very difficult. All it requires is that you check regularly the points listed on this page, paying particular attention to defrosting your Ice Cream cabinet properly and frequently. (See numbers 4 and 5) By doing this you'll be making certain that the Ice Cream in your cabinet is just the way your customers want it. Pleasing customers, you know, is what builds business.

The exact location of some of the points numbered in the X-Ray picture of the Ice Cream cabinet shown here may be slightly different depending on the make of cabinet you are using but similar points will be found on all cabinets and should be watched.

- 1 OIL MOTOR—Once a month drop oil into the oil holes of the electric motor.
- 2 CHECK FAN BELT—If belt is frayed, replace or repair.
- 3 CLEAN CONDENSER—The condenser, located in the machine compartment is designed to cool the refrigerant so that the unit will operate efficiently. If dirt or lint is allowed to collect upon the condenser, the result will be higher operating cost and shorter life for the unit.
- 4 DEFROST FREQUENTLY—Even a little frost and ice on the cabinet walls will act as an insulator against refrigeration. The motor of the Ice Cream cabinet then runs longer and uses more power, to maintain correct cabinet temperature.
- 5 DEFROSTING TOOLS—Use a round edged spatula or a stiff brush for defrosting. **NEVER** use an ice pick or any sharp instrument.
- 6 PRESERVE EXTERIOR FINISH—Wash cabinet exterior frequently, with mild soap and water or warm soda solution.
- 7 WIRES—When electric cord covering wears thin, repair immediately. Short circuits damage motors and frayed cords may result in injuries to employees.
- 8 TEMPERATURE CONTROL—Call your cabinet supplier for any temperature control adjustments.
- 9 RUBBER SEAL—Avoid slamming lids to prevent breaking the rubber seals at the bases of the lids. Any lid not properly sealed admits warm air and taxes refrigeration.
- 10 CABINET LIDS—Use a mild soap to remove dirt. Never use scouring powder or strong soap. It is important that the undersides of Ice Cream cabinet lids be wiped with a damp cloth and special attention paid to joints and hinges. Make certain to keep Ice Cream covered when cleaning lids to prevent water from dropping into Ice Cream.
- 11 LOOSE SCREWS—Tighten all loose screws frequently.
- 12 GRILL PLATES—Prevent accidents or damage to motor. Keep grill plates in place.

TAKE HOME MORE PROFITS WITH

Ice Cream • **YEAR 'ROUND PROFIT MAKER**



Your Ice Cream supplier has developed packages to fit into your community's tastes. Put them to work to send more Ice Cream home every day in the year.

Packages of hand packed Ice Cream, correctly dipped, go home with profit to you, too—any day—any time.

Display the cartons of the packages you sell. Suggest a "Take-Home" to every customer.



TAKE HOME ICE CREAM

Home Services

ICE CREAM . . . YEAR 'ROUND PROFIT MAKER

The idea that the sale of Ice Cream is a seasonal business is as out-dated as the ancient Stanley Steamer that rolled over the dirt roads so many years ago or the long handle-bar mustache that men once wore with such pride.

Ice Cream today is very definitely a year 'round profit maker when it's merchandised aggressively. There's no reason under the sun why Ice Cream should be exclusively a seasonal seller. In fact, that kind of reasoning won't stand up when you give even the briefest thought to the eating and drinking habits of your customers.

Do your customers drink warm water with their meals in the winter time? Do they heat the milk they drink when the weather is cold outside? Do they stop eating jello or any of the chilled desserts when the thermometer is low? Are highballs served hot instead of cold during the months of October through March? Of course not!

There's no good reason in the world then, why your Ice Cream sales should drop substantially in the colder months of the year provided you do a continuous job of actively merchandising this favorite frozen dairy food.

Note the accent on that last word—*food*. Ice Cream is definitely a food, recognized as such by the U. S. Government and listed in the Seven Basic Food Groups. It contains as much or more food value per dollar as virtually any other product you sell. In addition, it has a tremendous natural appeal because besides being good for you it's just plain good to eat—delicious, taste satisfying, refreshing.

All these marvellous "built-in" selling features help make Ice Cream a year 'round sales and profit builder. When you further consider that no elaborate equipment is needed to sell Ice Cream, that your market includes the lower, middle and higher income brackets, that a comparatively small amount of space is required to handle Ice Cream and that the overhead is very low in relation to sales especially with a self service cabinet, you can readily see that Ice Cream is indeed a YEAR 'ROUND PROFIT MAKER!

Many of your customers probably don't realize the many ways Ice Cream can be served at home. Simple eye appealing Ice Cream services that any housewife will be proud to present to her family or guests can be made quickly in her own home.

Help increase your sale of take-home Ice Cream by offering your customers such suggestions. They'll appreciate your help because it reminds them how good Ice Cream is with other foods and drinks they have at home. Ice Cream pep's up any meal—and so easily too!

Here are three Ice Cream Home Services you can suggest to your customers. They'll not only make it easy for your customers to prepare taste tempting Ice Cream dishes at home they'll also help you sell more take-home Ice Cream.

ICE CREAM'N CAKE



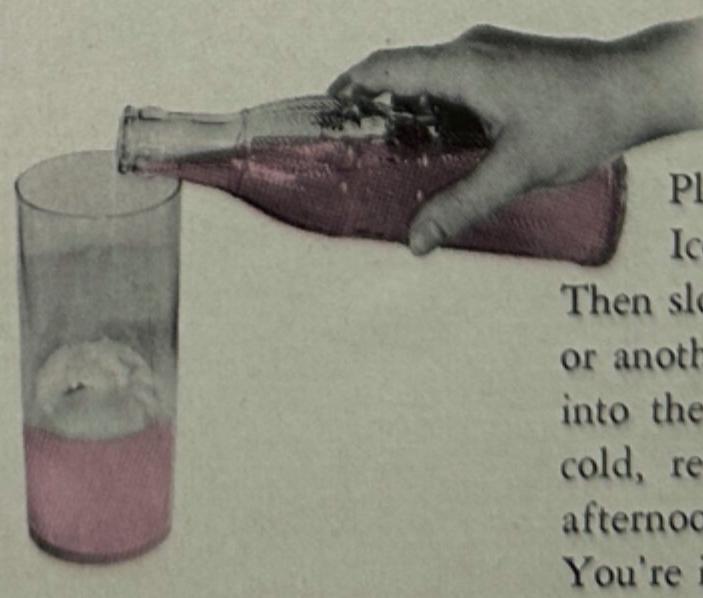
Split a slice of layer cake as shown in the picture. Between the two pieces of cake place a generous portion of Ice Cream. Decorate the Ice Cream with a cherry or a piece of any fruit available in the home refrigerator. Good any time for family or company.

KIDDIES' CONE



Here's a treat the kiddies will appreciate and enjoy. Take a large, round portion of Ice Cream and face with raisin eyes, cherry lips and pecan ears. Make a ring of blackberries and crown with a crisp cone. Served for a child's birthday party, it is the hit of the day—easy for mother too.

POP-O-TOP



Place a generous portion of Ice Cream into a tall glass. Then slowly pour chilled strawberry or another similar carbonated drink into the glass. This makes a very cold, refreshing drink—useful for afternoon snack or evening treat. You're in for a surprise of your life when you pour "soda" over Ice Cream to make the "Pop-O-Top."

DOUBLE CHOCOLATE ICE CREAM SODA

IN GLASS

Ingredients:

Chocolate syrup
Chocolate Ice Cream,
whipped cream or coffee
cream
Carbonated water
Chocolate Ice Cream
Whipped Cream

Procedure:

Into a clean, sparkling 14 ounce soda glass put 1½ ounces of chocolate syrup. Stir into this a soda spoon of chocolate Ice Cream or whipped cream or 1½ ounces coffee cream. Blend, and while moving the glass with a circular motion add fine stream carbonated water until glass is $\frac{3}{4}$ ths full. Float into the carbonated mixture 2 #24 dippers of chocolate Ice Cream. If glass is not full finish filling with fine or coarse stream of carbonated water and garnish with whipped cream.



DOUBLE
CHOCOLATE
ICE CREAM
SODA



DOUBLE
CHOCOLATE
ICE CREAM
SODA

An Ice Cream soda is an invigorating, refreshing drink but a Double Chocolate Ice Cream soda all the way—is an outstanding specialty by itself. The feature Ice Cream item for has a wonderful sales attraction when it's served right and merchandised right.

To make and serve it right follow the instructions above. To merchandise it so that you will realize the greatest potential sales suggest it to your customers and use point of sale material that will attract attention and stimulate the buying impulse.



DOUBLE CHOCOLATE ICE CREAM SODA

IN PAPER

Ingredients:

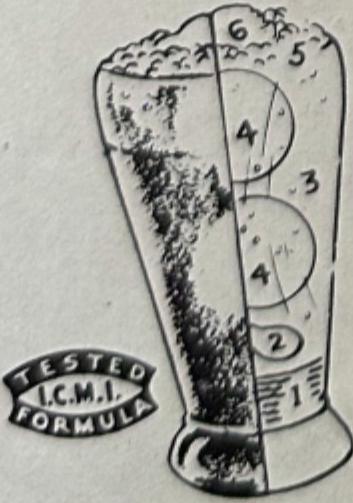
Chocolate syrup
Chocolate Ice Cream,
whipped cream or coffee
cream
Carbonated water
Chocolate Ice Cream
Whipped cream

Procedure:

Into a clean 14 ounce paper soda service put $1\frac{1}{2}$ ounces of chocolate syrup. Stir into this a soda spoon of chocolate Ice Cream or whipped cream or $1\frac{1}{2}$ ounces coffee cream. Draw 1 ounce coarse stream carbonated water into mixture, then while moving the paper service with a circular motion add fine stream of carbonated water until paper service is $\frac{3}{4}$ ths full. Float into the carbonated mixture 2 #24 dippers of chocolate Ice Cream. If paper service is not full, finish filling with fine or coarse stream carbonated water and garnish with whipped cream.

IN GLASS

1. $1\frac{1}{2}$ ounces chocolate syrup
2. Soda spoon of Ice cream, whipped cream or $1\frac{1}{2}$ ounces coffee cream.
3. Carbonated water to $\frac{3}{4}$ ths full.
4. 2 #24 dippers of chocolate Ice Cream.
5. Carbonated water to fill.
6. Whipped cream



IN PAPER

1. $1\frac{1}{2}$ ounces chocolate syrup
2. Soda spoon of Ice cream, whipped cream or $1\frac{1}{2}$ ounces coffee cream.
3. Carbonated water to $\frac{3}{4}$ ths full.
4. 2 #24 dippers of chocolate Ice Cream.
5. Carbonated water to fill, if necessary.
6. Whipped cream.



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PROFITABLE ARITHMETIC

must know precisely the cost of this ounce and a half of syrup so that he can calculate his complete ingredient cost accurately. This applies to all ingredients in every service.

To see how this works let's cost the Double Chocolate Ice Cream Soda featured on pages 6 and 7 of this issue. The costs of the ingredients do not necessarily represent costs in your particular market. The figures below are quoted only to give you a method for calculating costs.



COSTING THE DOUBLE CHOCOLATE ICE CREAM SODA

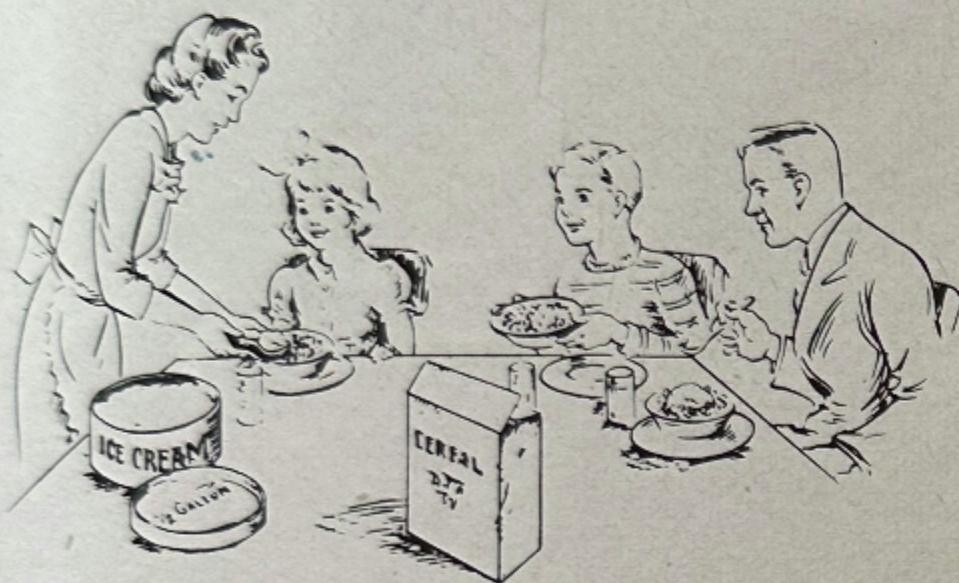


1½ ounces chocolate syrup @ \$1.32½ for a #10 tin.....	\$0.0211
(96 ounces in a #10 tin. Allow 2 ounces for waste. Use 94 ounces for figuring. Divide \$1.325 by 94 to get cost of 1 ounce. Multiply by 1½ to get cost of 1½ ounces)	
Soda spoon whipped cream to blend with syrup.....	.00875
Carbonated water003
Soda spoon whipped cream for garnish.....	.00875
2 #24 dippers of Ice Cream.....	— (Add)
(To determine the cost of 2 #24 dippers of Ice Cream divide the cost per gallon of your Ice Cream by 51—average yield per gallon with a #24 dipper. This gives you the cost of 1 #24 dipper. Multiply by 2 to get the cost of 2 #24 dippers of Ice Cream)	
Total ingredient cost of Double Chocolate Ice Cream Soda.....	

PROFIT BUILDERS

Ice Cream

FOR BREAKFAST



There's a merchandising angle you can promote to increase your Ice Cream sales. "Ice Cream for breakfast." Nothing far fetched about that. What do a lot of people eat for breakfast? Cereal with milk, or cream, sugar and sometimes fruit. Why not combine these foods your customers eat at their first meal of the day into one nourishing food that's also high in taste appeal and tops in popularity.

Ice Cream, is the tailor made answer ready to add its goodness to an early morning meal that very often needs something to make it appetizing and enjoyable. In Ice Cream you get the same wholesome milk and cream used on cereal, the same sugar and in a fruited Ice Cream you also get the fruit that often is part of breakfast. All those nourishing foods combined into one delicious, delightful Ice Cream.

There's nothing far fetched about Ice Cream with or without cereal for breakfast. It's a splendid, new food idea you can profitably pass on to your customers. They'll like it and you'll like it too because it will help you sell more take-home Ice Cream. Try it for breakfast yourself and find out how good it really is. Then suggest it to your customers.



STORE TRAFFIC BUILDERS

Ever think of capitalizing on the parties young folks in your neighborhood have? They offer you an outlet for the sale of stick confections that shouldn't be allowed to go by the board.

In the month of March, birthday parties, St. Patrick's Day parties and pre-lenten season parties give you an opportunity to increase the sale of stick confections.

Stick confections are just right for something good to eat when the young folks get together to celebrate. They keep easily in the home refrigerator and require no preparation when serving. Just take 'em out of the wrapper and they're ready to delight the palates of young folks who are looking for something refreshing after games and singing.

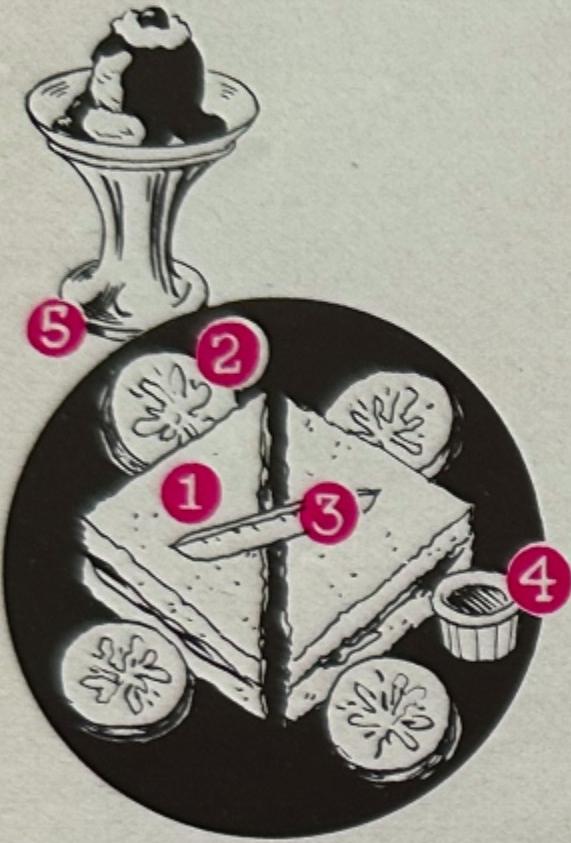
Suggest stick confections in quantity sales to the parents of young folks you know are going to have a party. Suggest them to the kids themselves. You might even draw a home made sign on a piece of cardboard advertising stick confections for parties.

The idea is to let your customers know that stick confections are party time treats as well as any-time refreshment. Get that across and it will help your sales.

Put up your Stick Confection Advertising

Luncheon Combinations

Here are some simple, easy to prepare luncheonette combinations that include Ice Cream services which you can feature to your customers' satisfaction and your profit. The Ice Cream service sells the luncheon—try it!

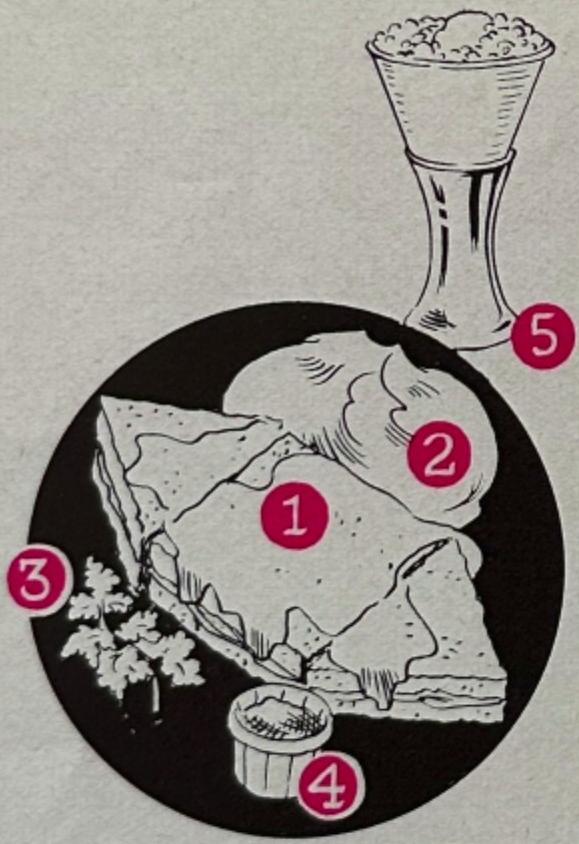


1. Ham sandwich
2. Cucumber slices
3. Carrot sticks
4. Mustard in ramekin
5. Chocolate Sundae

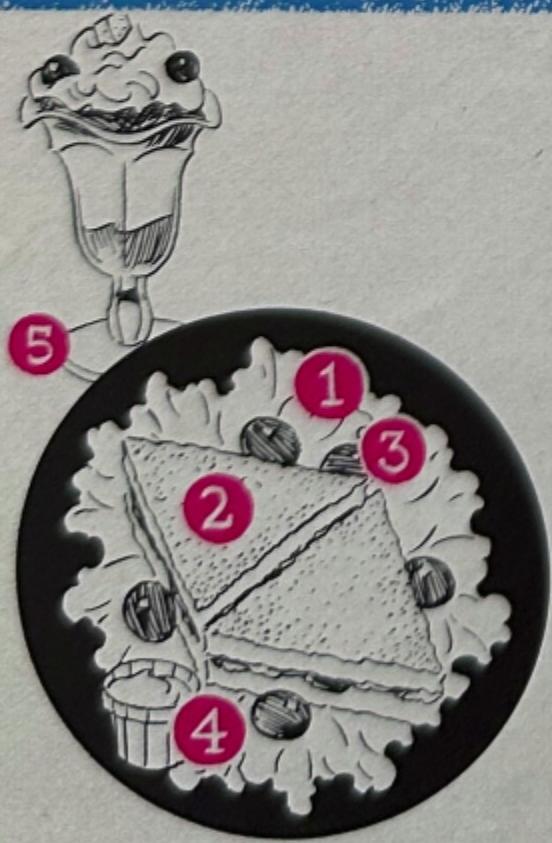
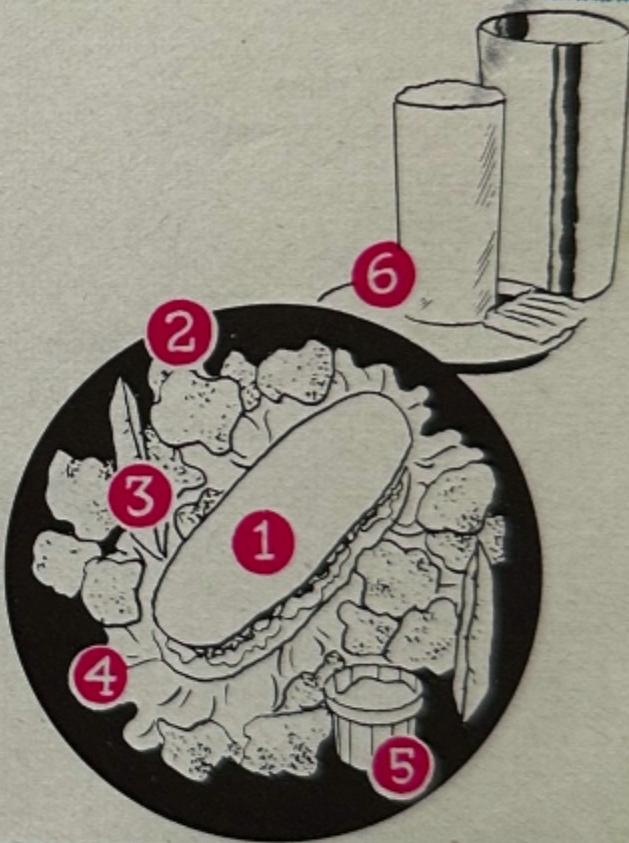


1. Lettuce leaves
2. Toasted cheese sandwich
3. Pickle slices
4. Chocolate milk shake

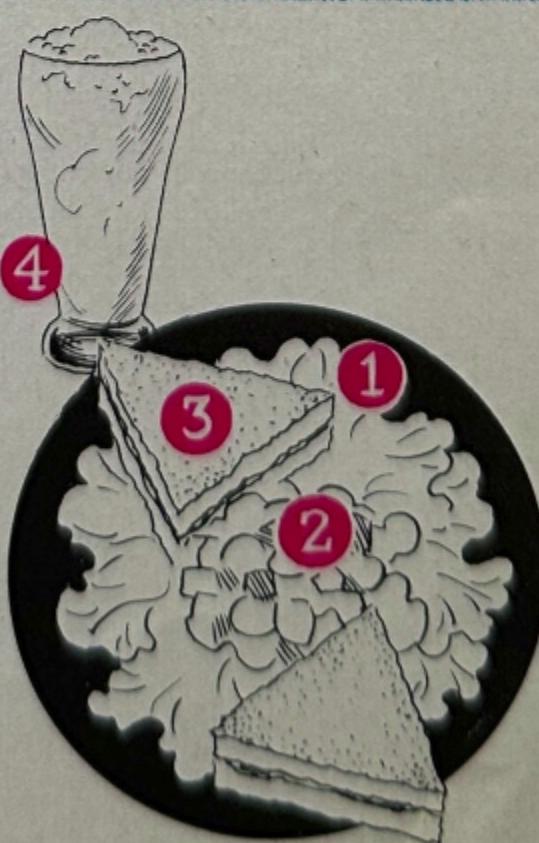
1. Roast veal sandwich
2. Whipped potatoes
3. Sprig of Parsley
4. Cranberry sauce or cranberry sherbet in ramekin
5. Double Chocolate Ice Cream Soda



1. Frankfurter on roll with relish
2. Potato chips
3. Pickle stick
4. Lettuce leaves
5. Mustard or chopped onion in ramekin
6. Vanilla Milk Shake



1. Lettuce Leaves
2. Ham salad sandwich on toast
3. Olives—green or ripe
4. Apple sauce in souffle cup
5. Pineapple sundae



1. Lettuce leaves
2. Waldorf salad
3. Cream cheese and olive sandwich on toast
4. Double Chocolate Ice Cream Soda

GOOD Housekeeping!

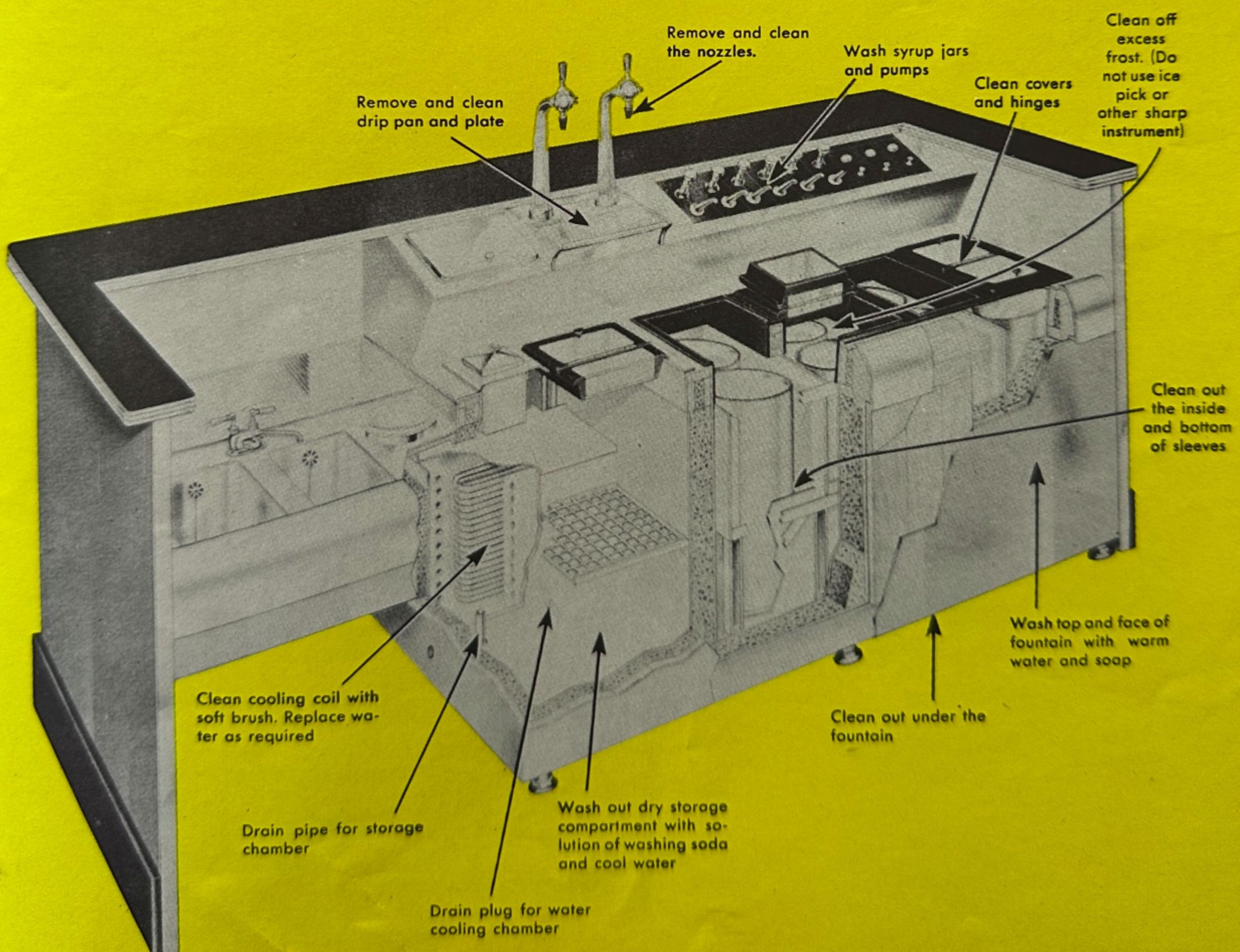
A CLEAN SODA FOUNTAIN

In drawing power, in customer attraction, in sales and profit building possibilities the soda fountain is a leader. There's a veritable gold mine in every soda fountain that's properly merchandised because per square foot of space occupied and per dollar invested it returns a greater profit than any other department in the store.

But—and this is a big *but*—cleanliness plays a major part in deciding how great the profit possibilities really are at any soda fountain. Customers today want clean, sanitary service and they're going to buy Ice Cream and other foods in stores where they can be assured of this kind of service.

Along with giving customer satisfaction which means repeat sales, sanitation is good business from another standpoint. A soda fountain represents a big investment. Keeping it clean will help you to get the longest life from this valuable piece of equipment—will save you money over the years.

So from every angle cleanliness pays. Study the picture of the soda fountain below and follow the directions given for keeping it clean. You'll find that sanitation can easily be a powerful force for stimulating your sales.



TO SELL... SAY IT WELL

by Richard C. Reager, Director of Public Speaking, Rutgers University

THERE IS VALUE IN A PLEASANT "GOOD MORNING"

When we show a friendly interest in customers through any medium, we automatically build good will for the store. Personnel in any store are the specific contact between the store and the customer. If they are friendly, if they smile, if they show an interest in the customer, naturally the customer shows an immediate reaction towards the store. This reaction is always favorable!

And because this reaction is favorable, there is a tendency on the part of the customer to think of the store when merchandise is needed. Dispensers or Ice Cream department personnel, therefore, who would say "Good Morning" and in saying it create in the mind of the customer the idea that it was sincerely meant, would automatically increase good will for their store. This good will may mean extra business.

Every dispenser, every clerk, every one connected with any place of business must be friendly in the greeting they give to those who come into the store. This greeting must not be flippant or insincere. It must have a warmth of friendliness and create a feeling in the customer's mind that the clerk or dispenser is anxious to serve him in whatever way possible.

There is sometimes indifference at the average soda fountain or Ice Cream department when customers approach. Even though the purchase be a small one a friendly interest in the buyer should be shown.

People enjoy buying in places where they feel they are both welcomed and wanted. Nothing helps create this impression more than the friendly greeting given when a customer enters your place of business.



BROUGHT TO YOU EACH MONTH BY
YOUR PROGRESSIVE ICE CREAM COMPANY



Cocoanut Pineapple

Flavor Special for the month of March

FROM MAKERS OF
COSTA'S FRENCH ICE CREAM

Ice Cream Merchandiser

SALES AND PROFITS BUILDER



IN THIS ISSUE:

LOOK AT YOUR
BUSINESS

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ICE CREAM—FROM
STORE TO HOME IN
PERFECT CONDITION

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ICE CREAM SODA

COSTING THE FEATURE
ITEM

PROFIT BUILDERS

STICK CONFECTIONS

ICE CREAM . . .
ITS FOOD VALUE

CLEAN DISHES AND
GLASSES

STOP COMPLAINING



Ice Cream Merchandiser

Published Monthly

ICE CREAM MERCHANDISING INSTITUTE, INC.
BARR BUILDING WASHINGTON 6, D. C.

Editorial:

LOOK AT YOUR BUSINESS

What are some of the things to note in taking a close look at a store operation? Here are some, not necessarily in any order of importance; since they're all important.

How is service to customers who, in the ultimate analysis, pay the bills and contribute to the profits through their purchases? Is it the courteous, speedy, friendly and gracious service that encourages them to return? If it isn't there's a point that might need attention.

Are the Ice Cream services made uniformly according to proved and tested formulas in order to insure customer satisfaction and repeat business? If not, there's another phase of the operation that might require adjustment.

Are accurate records kept that give the store operator a clear picture of all purchases, expenses, inventories, sales, etc. Such information is invaluable to any business.

Those are a few of the phases of a business operation that require periodic checking. There are others that are important also.

Do you regularly take a close look at your business? You'll find that it pays.

Gustemerich

Managing Director

Ice Cream Merchandising Institute, Inc.



THE ICE CREAM CONE

Give it eye appeal, shoot the glamour to it, make it different, unusual, exciting, tempting—and the chances are nine out of ten that people will buy it and buy more of it than you've ever sold before.

What is *it*?

Well, *it*, could be almost anything in the Ice Cream and food line including the big *IT* that's as American as baseball and just as popular—*Ice Cream Cones*.

How do you glamourize an Ice Cream cone? How do you embellish it with eye appeal? How do you make it different, unusual, exciting?

Simple. To begin with you've got an item that conjures up a pretty picture in any person's mind because Ice Cream cones are just naturally delightful, delicious, delectable and de-lovely (pardon the steal from the once popular song!).

With a lead as big as that to start with proceed something like this. Sprinkle vari-colored decorettes over the ball of Ice Cream on the cone. You get a rainbow effect that's positively eye and heart warming. A riot of color on a field of luscious eating that can result in a field day of sales for you.

Oops! we're running out of space here now but try that one idea with Ice Cream cones this month and watch what it does to your sales. Next month we'll be back with more Ice Cream cone merchandising ideas that place the accent on sales.

DISPLAY YOUR ICE CREAM CONE ADVERTISING

JUNE IS DAIRY MONTH

"PLAY UP" YOUR
ICE CREAM CABINET

During the month of June promotional material on dairy products will blanket the country. The value of dairy products in the daily diet will be brought to the attention of people everywhere and the emphasis on these fine foods that are essential to good health will be brought forcefully to the minds and eyes of your customers.

Ice Cream is one of the finest of dairy foods and you, as an alert, progressive Ice Cream merchandiser should be ready to capitalize on all the advertising that Ice Cream, as a dairy product and a nutritious food, will receive.

This means bringing into play the selling power of your Ice Cream cabinet. Out where all your customers can see it, in a prominent position in your store, your Ice Cream cabinet can be a powerful sales aid working in conjunction with the promotional program of the Dairy Industry during the month of June.

Help your Ice Cream cabinet to bring in more profit dollars for you by tying in your Ice Cream merchandising with Dairy Month. For information on the food value of Ice Cream that you can include in your selling story see page 10.



JUNE IS DAIRY MONTH—SELL MORE ICE CREAM



TAKE HOME MORE PROFITS ON TAKE HOME

Ice Cream from store to home in perfect condition

When customers buy carry-out Ice Cream they want to get it home in good condition—whether they're going to eat it immediately or put it into the refrigerator for future use. Their success in doing this may affect your take home Ice Cream sales. It's up to you, then, as a good Ice Cream merchandiser, to do everything possible to be sure that the take home Ice Cream you sell is getting home in the best possible condition. This will result in satisfied customers—customers who come back to your store to buy more take home Ice Cream on which you can make more profits.

Here are some steps you can take to help get Ice Cream to the homes of your customers as you and they would like to have it. . . .

1 Bulk Ice Cream, hand dipped for carry-out, is usually kept at a temperature of from 8 degrees F. to 12 degrees F. Pre-dipped take home bulk Ice Cream should be kept at a lower temperature. Ready filled packages are usually held at temperatures ranging between -5 degrees F. to ± 5 degrees F. Consult your Ice Cream supplier for best holding temperature for the brand of Ice Cream you carry.

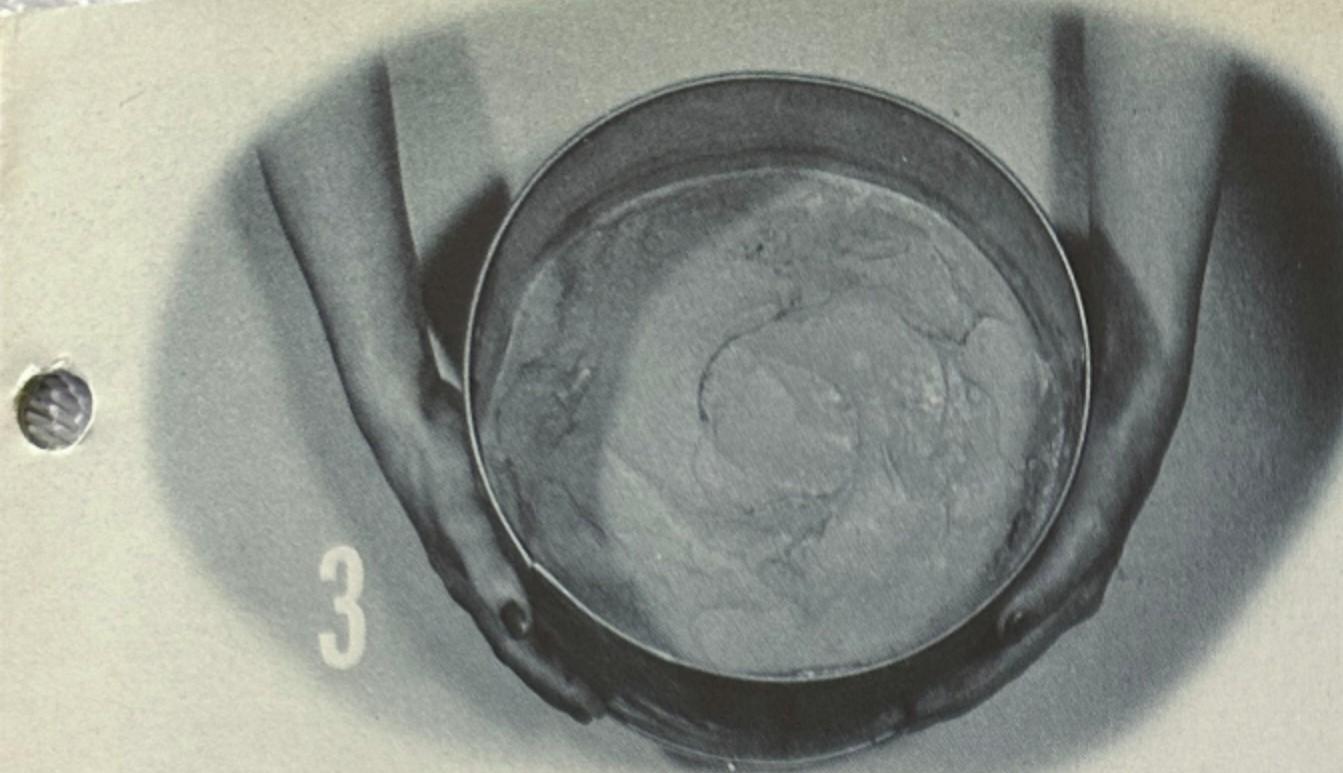
2 Defrost your Ice Cream cabinet regularly with a Freezer-D-Froster, spatula, stiff brush or wet sponge. Never use an ice pick or a sharp knife because you may permanently damage the insulation.

3 When dipping bulk Ice Cream for take home keep the Ice Cream in the can as level as possible all the way down. Never cut a deep hole in the center of the can of Ice Cream allowing Ice Cream to remain on the sides.

**HOME
SERVICES**

Ice Cream 'n Cookies

Into a dish similar to the one pictured below place 3 dippers of various flavored Ice Cream or 2 flavors of Ice Cream and one of sherbet or fruit ice. Insert cookies around edge of dish between molds of Ice Cream. Top with a cookie.



ICE CREAM

4 Stack ready filled packages of Ice Cream in the cabinet according to flavors so that customers can easily find the particular flavor they want. This helps prevent the packages of Ice Cream being handled unnecessarily by customers and in the case of cabinets with lids keeps to a minimum the length of time lids are open.

5 When a sale is made place the package of Ice Cream in an insulated bag. This will usually help keep the Ice Cream in good condition up to $1\frac{1}{2}$ hours. To keep Ice Cream for longer periods than this dry ice may be used. Keep insulated bags near the Ice Cream cabinet, as cool as possible. Do not store insulated bags inside the cabinet as this may impair the gluing of the bag and its insulating quality.

6 With proper care Ice Cream can reach your customer's home in perfect condition. Most modern mechanical refrigerators will keep Ice Cream in good condition ready for eating whenever desired. Let's sell more take-home Ice Cream that will satisfy customers and bring in bigger profits.



Chocolate Dessert Waffles



Courtesy
National Biscuit Co.

Cream $\frac{3}{4}$ cup sugar and $\frac{3}{4}$ cup shortening. Add 3 eggs and beat well. Stir in $\frac{3}{4}$ cup finely rolled NABISCO

SHREDDED WHEAT. Add 1 cup sifted flour, $1\frac{1}{2}$ teaspoons baking powder, $\frac{1}{2}$ cup cocoa, 1 teaspoon cinnamon, 1 teaspoon salt, all sifted together. Mix well; add vanilla. Mixture will be very thick. Do not add more liquid. Spread with spatula on hot waffle iron. Bake five minutes at low heat. Serve with ICE CREAM. Makes three, four section waffles or six servings.

Nabisco Shredded Wheat Shells

Courtesy National Biscuit Co.

Roll 6 NABISCO SHREDDED WHEAT biscuits fine. Mix well with $\frac{1}{3}$ cup of brown sugar and $\frac{1}{3}$ cup softened butter. Press mixture firmly in an even layer on bottom and sides of 6 large, lightly greased muffin pans, using custard cup or back of spoon. Bake in hot oven (400° F.) 10 minutes. Cool and fill with ICE CREAM. Top with berries. Serves 6.



GOLDEN GLOW ICE CREAM SODA

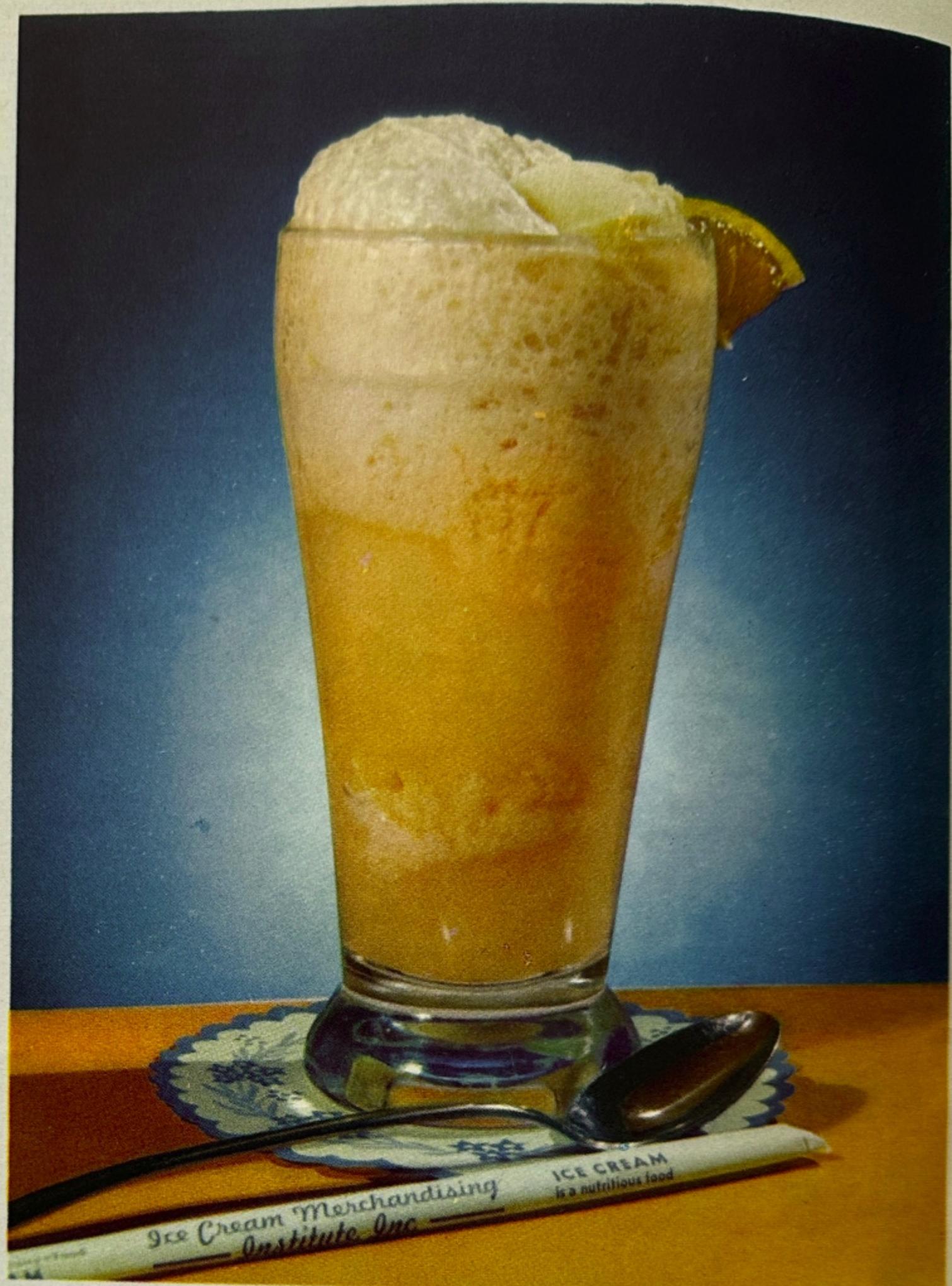
IN GLASS

Ingredients:

Orange syrup, lemon juice or acid phosphate, orange Ice Cream or vanilla Ice Cream and orange sherbet or fruit ice, carbonated water, slice of orange.

Procedure:

Into a clean, sparkling soda glass place 1½ ounces orange syrup and a dash of acid phosphate or lemon juice. Add a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Blend and add fine stream carbonated water until glass is ¾ths full. Float into the carbonated mixture 2 #24 dippers of orange Ice Cream or vanilla Ice Cream or 1 #24 dipper of vanilla Ice Cream and 1 #24 dipper of orange sherbet or fruit ice. If the glass is not full, finish filling with coarse or fine stream of carbonated water. Garnish with a slice of orange.



GOLDEN GLOW
ICE CREAM
SODA



GOLDEN
GLOW
ICE CREAM
SODA

One glance at the pictures of the Golden Glow Soda above and the first thought that comes to mind is "It's as a picture." That's what your customers will say when they serve this eye appealing Ice Cream Soda. When they'll add, "Tastes as good as it looks."

That is the kind of feature item that brings customers to your store—that creates the repeat business so essential to volume sales and better profits. To whet the appetites of your back bar with appropriate signs calling attention to the Golden Glow Soda.

Suggest this sparkling, sunburst Ice Cream creation—it is a work of art!—to your customers graciously whenever the opportunity presents itself. Once they've tasted it they'll be grateful to you for a most welcome suggestion. That's how satisfied customers—repeat customers—are made.

To help sell it remind your customers: "IT'S NEW, IT'S ORANGE, IT'S DIFFERENT."



GOLDEN GLOW ICE CREAM SODA

IN PAPER SERVICE

Ingredients:

Orange syrup, lemon juice or acid phosphate, orange Ice Cream or vanilla Ice Cream and orange sherbet or fruit ice, carbonated water, slice of orange.

Procedure:

Into a clean paper soda service place 1½ ounces of orange syrup and a dash of acid phosphate or lemon juice. Add a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Blend and draw 1 ounce coarse stream carbonated water into the service and then continue with fine stream until paper service is ¾ths full. Float into the carbonated mixture 2 #24 dippers of orange Ice Cream or vanilla Ice Cream or 1 #24 dipper of vanilla Ice Cream and 1 #24 dipper of orange sherbet or fruit ice. If the paper service is not full, finish filling with coarse or fine stream carbonated water. Garnish with a slice of orange.

<p>TESTED I.C.M.I. FORMULA</p> <p>IN GLASS</p> <p>1. 1½ ounces orange syrup. 2. Dash of lemon juice or acid phosphate. 3. Soda spoon of Ice Cream, whipped cream or 1½ ounces coffee cream. 4. Carbonated water to ¾ths full. 5. 2 #24 dippers of orange Ice Cream or vanilla Ice Cream or 1 #24 dipper of vanilla Ice Cream and 1 #24 dipper of orange sherbet or fruit ice. 6. Finish filling. 7. Slice of orange for garnish.</p>	<p>TESTED I.C.M.I. FORMULA</p> <p>IN PAPER SERVICE</p> <p>1. 1½ ounces orange syrup. 2. Dash of lemon juice or acid phosphate. 3. Soda spoon of Ice Cream, whipped cream or 1½ ounces coffee cream. 4. 1 ounce of coarse stream carbonated water then fine stream until ¾ths full. 5. 2 #24 dippers of orange Ice Cream or vanilla Ice Cream or 1 #24 dipper of vanilla Ice Cream and 1 #24 dipper of orange sherbet or fruit ice. 6. Finish filling. 7. Slice of orange for garnish.</p>
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PROFITABLE ARITHMETIC

COSTING THE GOLDEN GLOW ICE CREAM SODA

1½ ounces ready to use orange syrup at \$1.80 per gallon	\$0.0211
Soda spoon whipped cream to blend with syrup	.00875
Carbonated water	.003
Slice of orange for garnish (oranges @ \$0.30 per dozen)	.0025
2 #24 dippers of Ice Cream	(Add)
<i>(To determine the cost of 2 # 24 dippers of Ice Cream divide the cost per gallon of your Ice Cream by 51—average yield per gallon with a # 24 dipper. This gives you the cost of 1 # 24 dipper. Multilpy by 2 to get the cost of 2 #24 dippers of Ice Cream.)</i>	
Total ingredient cost of Golden Glow Ice Cream Soda	

NOTE:

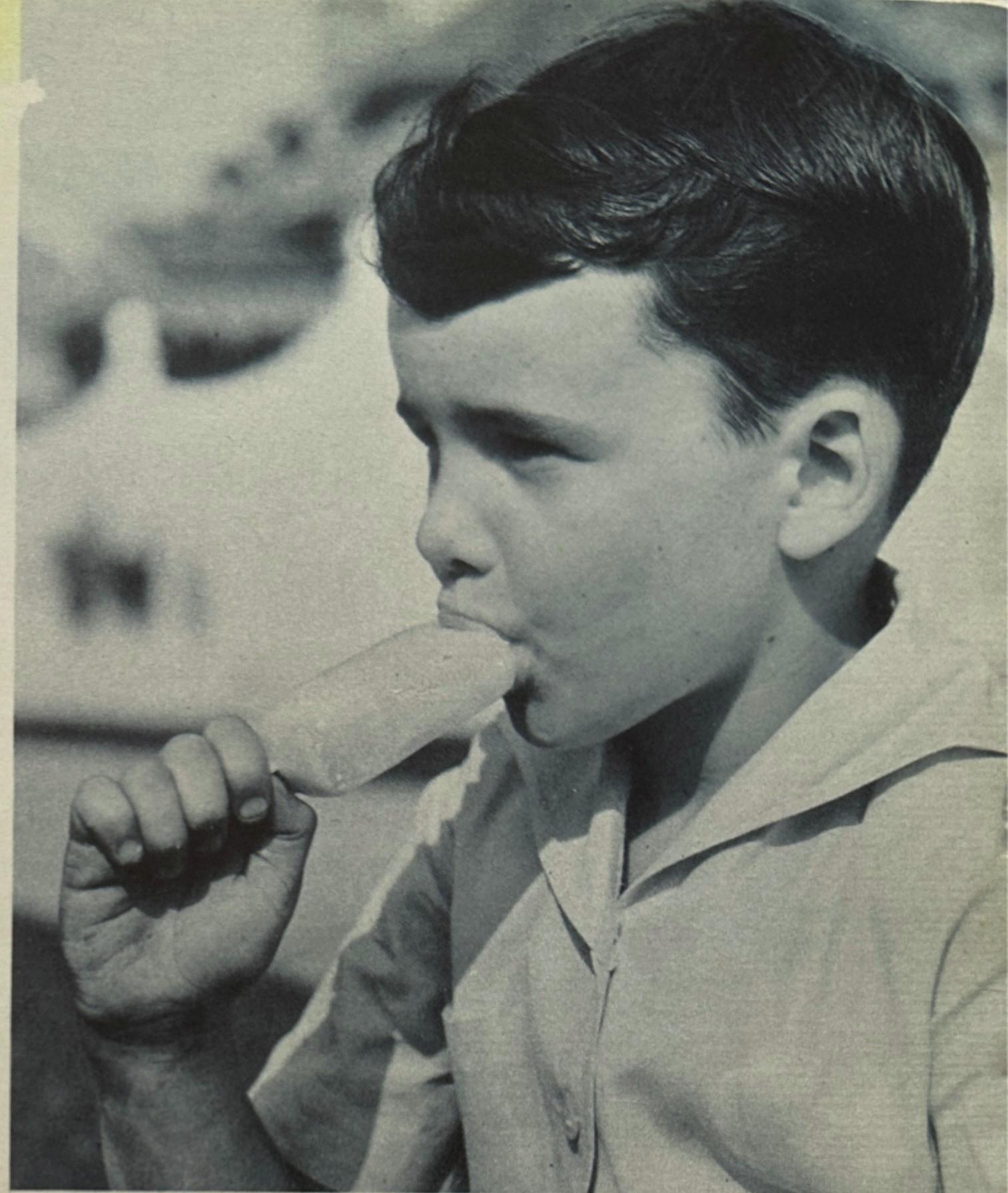
The costs of ingredients quoted here do not necessarily represent costs in your particular market. The figures are used only to give you a method for calculating costs.

PROFIT BUILDERS

A small souffle cup filled with fruit sherbet or fruit ice and served with sandwiches, hot and cold plate lunches is a delicious, appetite whetting addition that eats well with many food services sold across the soda fountain. It not only enhances the appeal of individual food services but increases the size of the check average because the cost of the fruit sherbet or fruit ice can be included in the price of the complete service. It also gives your customers an opportunity to sample the fruit ice or sherbet and after they taste its delicious goodness they may buy a quart to take home.

Customer satisfaction and repeat business is the result of a number of factors working together that influence a customer to return to a particular store. One of these is pleasant surroundings free from the nuisance of unnecessary noise. The racket of clattering dishes, banging silverware, shouted orders all contribute to a form of modified bedlam that strikes a jarring note on customers who like to eat their Ice Cream and other foods in an atmosphere of peace and quiet. See that an anti-noise campaign is the order of each working day in your store and watch the pleasant effect it has on customers—customers who will return because they like to buy in your store.

Operating efficiency at the soda fountain or Ice Cream department can be increased immeasurably by assigning responsibility for certain duties to particular employees. This assignment of responsibility prevents a duplication of work effort on the one hand and also prevents the possibility of certain jobs being left undone because everybody was under the impression these jobs were not their particular chores.



STORE TRAFFIC BUILDERS

June is the beginning of the picnic and outdoor party season. Lawn parties, porch parties, picnics in the country all come into their own in the good old summertime.

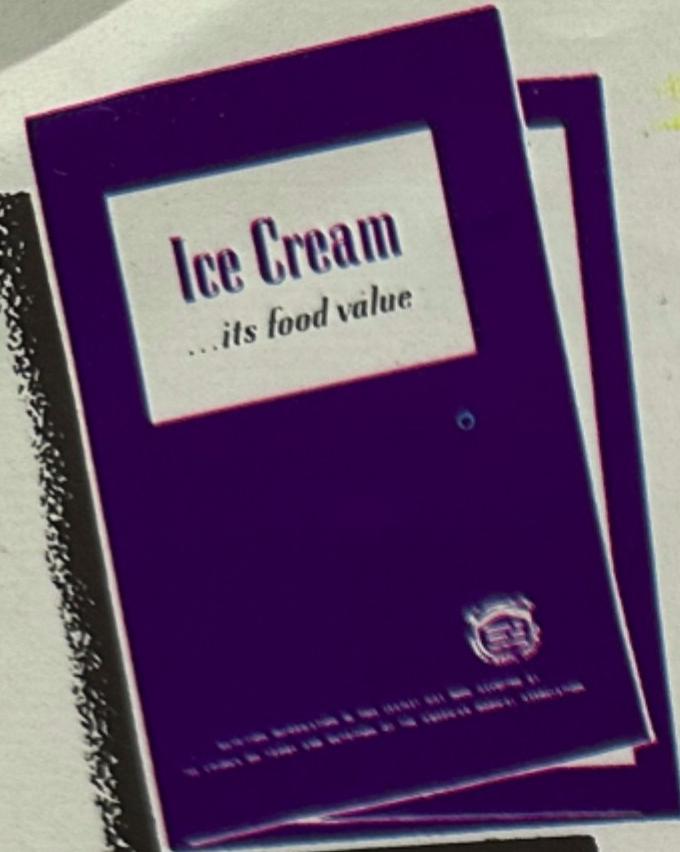
Outdoor parties and picnics mean vigorous exercise for the children and after the vigorous exercise comes the usual cry for "something good to eat."

For the lawn or porch party stick confections kept right in the home refrigerator can take care of the "something good to eat" yell. There's a market almost without a bottom during this season of the year.

For the picnic in the country stick confections packed in dry ice will keep satisfactorily until the time when games are over and "treats" are the order of the day.

Set your cap for this particular market. For the "life of the party" advertise stick confections.

Put up your Stick Confection Advertising



Ice Cream . . . its food value

Excerpts from the pamphlet "Ice Cream . . . its food value" reprinted by permission of the National Dairy Council. The nutrition information contained in the National Dairy Council pamphlet "Ice Cream . . . its food value" has been accepted by the Council on Foods and Nutrition of the American Medical Association.

It will be gratifying to the many who like ice cream to note in the table below the significant amounts of protein, calcium, vitamin A, and riboflavin contributed by an average serving of commercial vanilla ice cream. This fact is important for those concerned with planning adequate diets, whether to please normal appetites, or the often difficult appetites of ill and convalescent patients.

For those who wish to keep caloric intake low, ice cream is a good choice. It is high in total food value, and compared with other desserts, it is relatively low in calories. Contradictory as it may sound, ice cream also is a wise choice for those who strive for a high-calorie, adequate diet. When ice cream is served with fruit, cookies, cake, or pie, it helps to raise the value

of meals in calories and in almost every dietary essential as well. A representative mix for commercial vanilla ice cream contains cream, milk and milk solids, sugar, stabilizer, and sometimes eggs.

No significant losses in nutrient value result from the manufacture of ice cream.

Ice cream compared with other desserts is relatively low in calories. It is high in calcium, and supplies significant amounts of other dietary essentials, especially protein, vitamin A, and riboflavin.

The calcium of ice cream is as well used as that of milk, and the riboflavin is almost completely available for use in the body.

Nutrient Content of Vanilla Ice Cream¹

100 GRAMS (ABOUT ONE-SIXTH QUART)—206 CALORIES

NUTRIENT	AMOUNT	NUTRIENT	AMOUNT
Protein	3.850 gm.	Iron	0.120 mg.
Fat	12.060 gm.	Vitamin A	548 I. U.
Carbohydrate*	21.310 gm.	Thiamine	0.038 mg.
Total Mineral	0.810 gm.	Riboflavin	0.236 mg.
Calcium	0.122 gm.	Niacin	0.098 mg.
Phosphorus	0.105 gm.	Ascorbic Acid	0 mg.

* Includes milk sugar (Lactose) and sweetening.

The enthusiastic acceptance of ice cream is shown by the fact that Americans consume about 42 pints per person, annually. Ice cream, once regarded as a treat to be indulged in now and then, today is recognized as a nutritious food in everyday meals. This shift in emphasis stems from interest in nutrition and better understanding of ice cream's food values.

GOOD Housekeeping

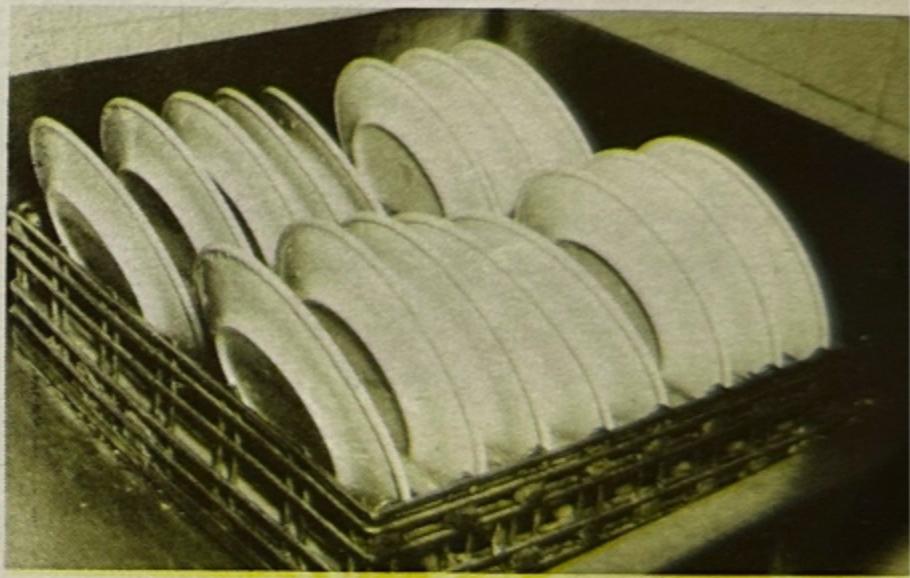
CLEAN DISHES AND GLASSES

It's important that the dishes, glasses, silverware, etc., used at the soda fountain be perfectly clean and sanitary. To accomplish this it's necessary that the job of dishwashing be done right. Follow the procedure pictured below and you'll have dishes and glasses that are clean and sparkling—an invitation to customers to come to your store because you care enough about their health to be careful in the dishwashing process.



- 1** Scrape all left-over food carefully from the dishes into a container used especially for this purpose.

- 4** Then sterilize in hot water at a temperature of 180° F. for at least two minutes or in boiling water (212° F.) for at least one minute. Pouring scalding water over the washed dishes is not sufficient.



- 2** Wash dishes, glasses, silverware, etc., in clean, hot water (110° F.- 120° F.) to which an adequate amount of good soap or detergent has been added. Use a brush on glasses to remove lipstick, grease and foreign matter.

- 5** After sterilization allow dishes and glasses to drain dry. Towelling should be avoided because an unclean towel may cause recontamination.



- 3** After a thorough washing rinse in clear warm water.

- 6** Store cups and glasses with the bottoms up. Then when they're ready to be used your fingers will not touch the insides in picking them up. Place silverware in a clean container so only the handles will be grasped when serving.

TO SELL... SAY IT WELL

by Richard C. Reager, Director of Public Speaking, Rutgers University

STOP COMPLAINING

Is your store a clearing house for aches and pains? Are the troubles of the world discussed at your soda fountain? Do your clerks spend their time discussing their woes and troubles?

The above three questions should be asked by every store owner not only of himself but of his employees. This should be done because one can hear at almost any soda fountain a complaining tale of despair any hour of the day or night. If it isn't the owner telling about "his troubles," it's the dispenserette telling about "her problems with Joe," or the dispenser telling about "the illness that he has at home."

Most people have troubles of one kind or another. We know that every businessman has problems. Most of us have illnesses of one kind or another—illnesses which make us feel both upset and discouraged. No one is completely free of problems of one kind or the other. Yet a soda fountain or Ice Cream department should not be a "Trouble Clinic." The customers who enter your place of business also "have troubles." Since this is true, imagine what the customer's reaction will be if, while he is endeavoring to enjoy himself and relax for a minute or two, all he hears

while at the soda fountain is a continuous story of "troubles other people are having."

Your store should be a place of brightness and friendliness. Your clerks and dispensers should smile and be pleasant. If they have troubles, as everyone does, these troubles should not be discussed in the presence of customers. Conversations carried on at your counter should be directed to serving the customer and satisfying his or her needs. When there is a friendly atmosphere in any store or place of business, then the people who buy at that store feel that friendliness. They will return to buy more merchandise because of the friendliness they have found. A discussion of aches and pains, of woes and troubles does not make for friendliness in any place of business.

Leave your troubles at home! Bring to your place of business a cheerfulness and have that spirit of friendliness present all the time. Remember that if any customer feels that he will hear nothing but "hard luck stories" in your store, you can rest assured that he will not often come to buy your merchandise.



BROUGHT TO YOU EACH MONTH
BY YOUR ICE CREAM COMPANY

Flavor for JUNE Lemon Custard

JUNE 15th Ask for Peach



THE SALES AND PROFITS BUILDER



Ice Cream Merchandiser



In This Issue:

Develop Teamwork

Pie with Ice Cream

Set the Scene to Attract Customers

Chocolate Nut Sundae

Personalize Your Ice Cream Service

A Real Thanksgiving

NOVEMBER 1952

Volume 6 No. 11

PERSONALLY SPEAKING

Gustemerich

MANAGING DIRECTOR

Ice Cream Merchandising Institute, Inc.



DEVELOP TEAM WORK

In the conduct of any business and in the successful development of customer clientele, a background of planning must be made. In food service, the team work of those who present services to your customers is of the utmost importance:

1. In creating the air of being ready, willing, and eager to serve.
2. In presenting the services in the best possible manner and style.
3. In suggesting foods and services of all types which will be profitable in the conduct of the luncheonette, soda fountain, or Ice Cream department.

Team work is only developed when the interest of each member of the team is aroused in so working that the goal may be reached.

Remember that each individual who is a part of your sales personnel, represents you to a certain segment of the consuming public. It is only by your interest in this salesperson of yours, and by stimulating his interest in your work and your business, that a successful result will be accomplished, in terms of customer satisfaction.

Ice Cream Merchandiser

PUBLISHED MONTHLY

ICE CREAM MERCHANDISING INSTITUTE, INC.

AFFILIATED WITH

INTERNATIONAL ASSN. OF ICE CREAM MANUFACTURERS

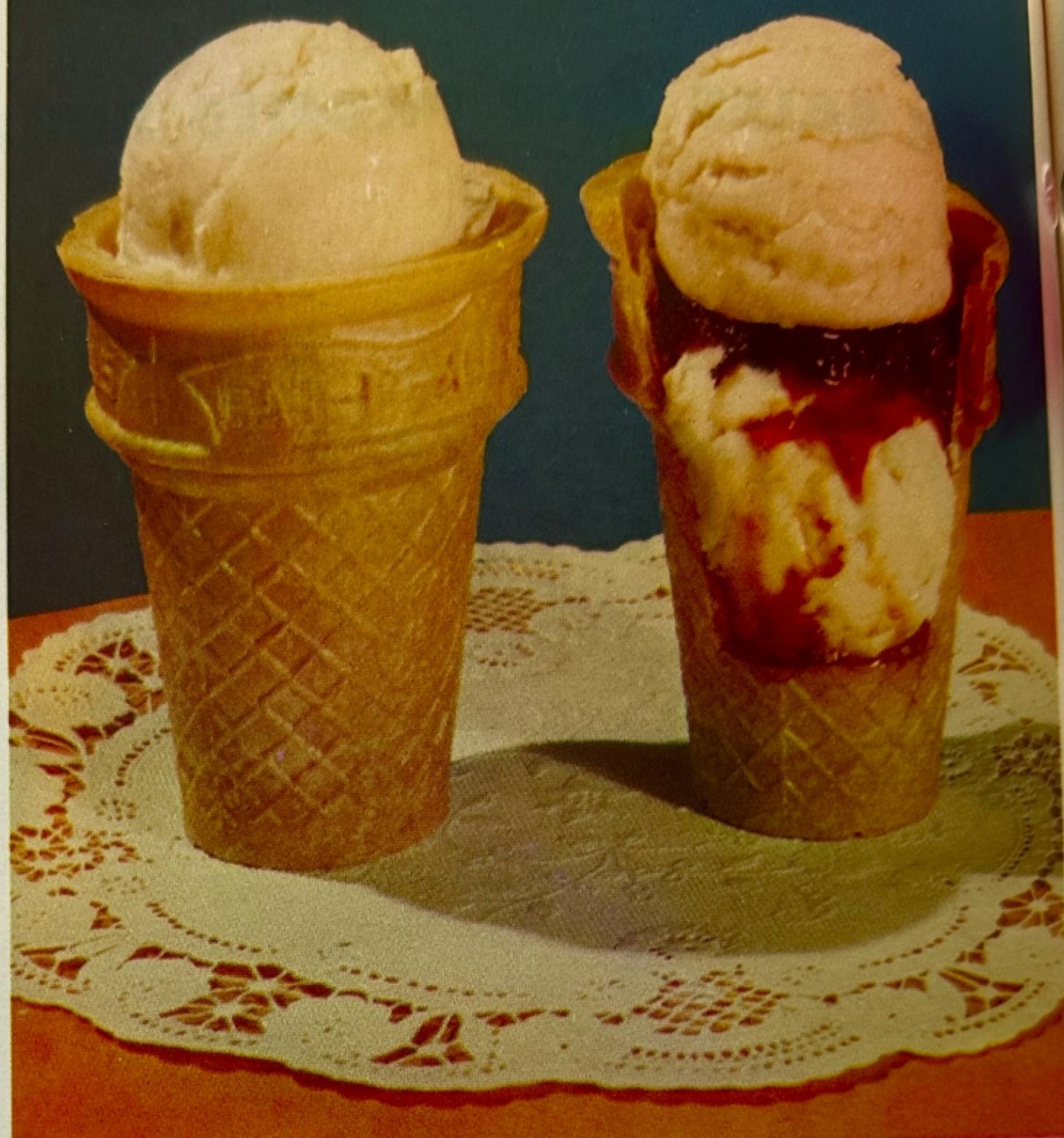
BARR BUILDING

WASHINGTON, D. C.

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ICE CREAM MERCHANDISING INSTITUTE, INC.

LITHO. U.S.A.



STROLL-AWAY SUNDAE

Ingredients:

Cake Cup or cone cuplet

Vanilla Ice Cream
Topping

Procedure:

Into a cake cup or cone cuplet, place one #20 or 2 #24 dippers of vanilla Ice Cream. Cover with one ounce of preferred topping and serve. This is an easy-to-serve sundae which attracts many customers. The sundae made right in the cup itself gives a service which can be entirely eaten by the customer, and can be enjoyed either at the soda fountain or as the customer moves about the store or even as he goes down the street.

Both children and grown-ups like this service. Feature it to your customers' satisfaction and your own profit. Other flavors of topping, in fact, other combinations of toppings and Ice Cream can be made, depending entirely upon what you have to sell. This gives you a good way to sample customers with a new Ice Cream flavor if they so desire it, and gives you a chance to sell through this medium. It has been found, that volume sales in this type of service are built when a goodly portion of Ice Cream is used. Therefore, plan your service and offer it with a good amount of Ice Cream, pricing it accordingly so as to return a fair percentage of profit for you. This service has possibilities and can be further developed by attention to the details of service.

PIE A LA MODE OR PIE with ICE CREAM

On this page is pictured one of the most popular servings at the soda fountain. Namely Apple Pie topped with a dipper of vanilla Ice Cream. Our service is further enhanced by the addition of a garnish in the form of a red cherry, topping the ball of Ice Cream.

This little difference in garnish adds a personalized touch to your service which is important in building customer repeat business and customer satisfaction.

The fall and winter months are pie time for many people and can be pie time for you, further enhanced by the addition of Ice Cream to make the pie a la mode service particularly popular for soda fountain use.

Other fruit pies beside apple are also very popular to be used in this connection, as well as the pies which are predominantly "cold weather" pies such as pumpkin pie and mince pie. It is also possible to make a further variation in pie-a-la-mode by using other flavors of Ice Cream to combine with the pie. For example, the pumpkin pie with a butterscotch Ice Cream or caramel Ice Cream to a-la-mode it makes a very delightful taste combination. So does the use of strawberry Ice Cream on an apple or peach pie. The use of a tutti-frutti or a fruited Ice Cream on mince pie is enjoyed by many also. There is also another way in which pie a-la-mode may be served and which attracts many customers. That is, using spoon dipped Ice Cream rather than the dipper portion which produces a round ball. The use of the spoon dipping for the a-la modeing gives a different look entirely to this service, since the layer of Ice Cream almost covers the top of the pie. This appeals to many customers and does attract sales which might not otherwise be made.

In serving pie a-la-mode, the use of a garnish is highly recommended as being one way to point out to your



customer that you are taking pains with his or her service and that you have prepared it particularly to please them.

Pie a-la-mode business can be created by constant suggestion on the part of the personnel at the soda fountain, luncheonette, tea room or restaurant. When the customer orders pie, just a query "Shall I a-la-mode it with vanilla or strawberry Ice Cream?" brings many sales of a service of Ice Cream with the pie.

There is no combination of foods probably that has more public acceptance than pie a-la-mode. Stimulate this business at your soda fountain by suggestion, by careful service, by planning the pie and Ice Cream service to be most attractive to your customers and you will gain in a volume of business which is highly satisfactory from a profit angle.

SET THE SCENE TO ATTRACT CUSTOMERS

THE FOUNTAIN

The Soda Fountain attracts the greatest number of entering customers; earns the largest share of the store's gross profits. A bright, well kept, up-to-date soda fountain creates the impression of modernization for the entire store.

Points to stress in re-arranging and renovating the soda fountain:

Better Sanitation

Greater Comfort for Customer

Convenience for Employees—thus increasing their efficiency

Presenting a More Inviting Appearance—thus attracting more customers

Use of Attractive Point-of-Sale Materials

Better Merchandising

ADEQUATE LIGHTING

The inviting appearance of the soda fountain can be accentuated by using modern lighting arrangements to highlight the department, so as to interest and influence shoppers to buy.

Merely using high levels of lighting is not enough. Variety of lighting is a definite contribution to display selling. More customers buy Ice Cream oftener when the soda fountain has soft, pleasing fluorescent lighting to outline the display boxes and provide pleasant atmosphere. Emphasizing cleanliness, such fountain lighting speeds the work of the soda dispensers and attracts attention to this popular spot. This applies as well to backbar lighting. If properly used and lighted the backbar becomes another selling and merchandising force. Study the lighting at your soda fountain to see how it can best be developed to stimulate purchases.

GOOD WORKING EQUIPMENT

With a modern soda fountain, properly lighted, the "small equipment" should be in good working condition. This includes:

MODERN DRINK MIXERS

(a battery helps build the volume of the profitable milk shake business)



ICE CREAM DIPPERS

in sizes for various formulas —edges sharp, blade in alignment with bowl, kept in good repair.

FRUIT JUICE EXTRACTORS

type best suited for your trade—kept in good working condition.

CONVENIENT WORKING SURFACES — enough cutting boards for efficient use; knives for the various purposes, kept sharp and properly placed for service.

WORKING BACKBAR

Serviceware arranged for efficient service. All non-essential items removed. Well-lighted, colored illustrations of Ice Cream services in frames across complete length of back bar will act as a wonderful silent salesman.

SERVICWARE AND MENU

Matched serviceware gives customers an impression of planned service. Whether you use glass or paper service, have the various types of dishes to give distinction to the special formulas you feature.

Arrange a convenient, adequate storage space for your serviceware.

Perhaps a 30 day survey of your customers might help you determine the most popular serviceware for your use.

Whatever type you decide on, have services uniform.

Develop your menu to accent your specials—"not how much, but how good." Offer fewer if you wish, but better, always uniformly-made Ice Cream services.

Make yours a selling menu, styled for the type of customers you wish to attract.



TAKE HOME SECTION

A separate section, properly identified by signs, at the soda fountain, set aside to handle take home business, is in successful operation now in some stores. Others have found that an Ice Cream cabinet, placed near the cashier's stand, which features carry out Ice Cream, stimulates a very satisfactory volume of sales.

Either of these arrangements call attention to Ice Cream to go home, and add to the volume of business.

Many customers like to purchase Ice Cream freshly dipped and packed to their order at the soda fountain. Properly priced, this is a profitable service, and one which can be developed most successfully in many markets.

An Ice Cream cabinet filled with packaged Ice Cream, placed near the cashier or at the front of the store, enables the customer to serve himself quickly. This results in many sales, without adversely affecting other store departments.

TRAINED PERSONNEL

Still the biggest asset at a soda fountain is that of courteous, efficient and intelligent service by trained personnel.

Training should include:

- Knowledge of cleanliness and sanitation
- Work Routines
- Formula Making
- Customer Approach
- Order Taking and Serving
- Salesmanship
- Teamwork
- Create interest in the work

The Ice Cream Merchandising Institute has a series of sound slide films "Spotlite on You" which covers these and other phases of training retail soda fountain personnel. Ask your Ice Cream Company to show you the series. It will be a big help in personnel training.





CHOCOLATE

GLASS SERVICE

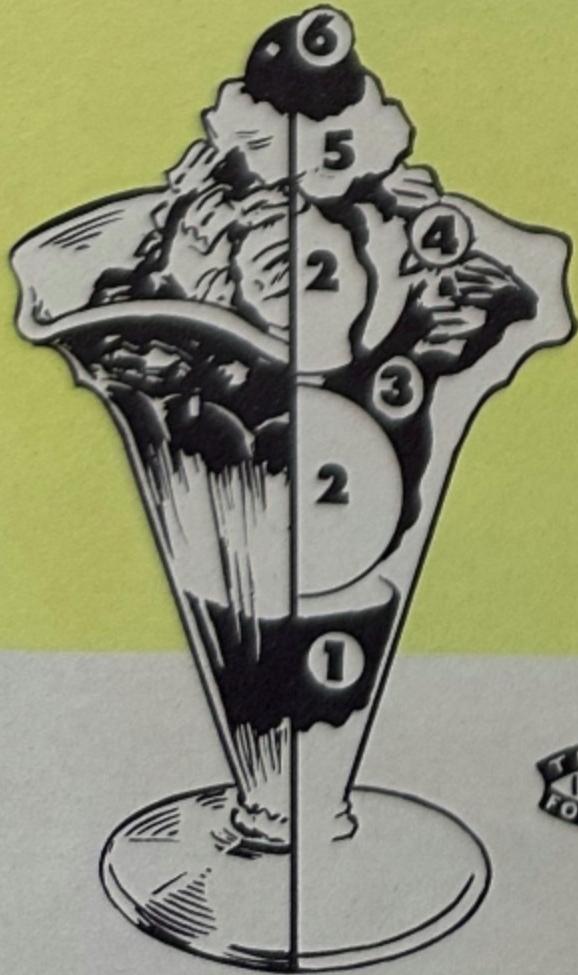
Ingredients:

Vanilla Ice Cream
Heavy Chocolate Syrup
Chopped Nuts
Whipped Cream
Cherry

Procedure:

In a sparkling, clean crimp sundae glass, place $\frac{1}{2}$ ounce of heavy chocolate syrup. Add two #20 dippers of vanilla Ice Cream. Cover with one ounce of heavy chocolate syrup and sprinkle with coarsely chopped nuts. Garnish with a rosette of whipped cream and top with a cherry.

GLASS SERVICE



1. $\frac{1}{2}$ ounce chocolate topping
2. 2 #20 dippers of vanilla Ice Cream
3. 1 ounce chocolate topping
4. Nuts
5. Whipped cream
6. Cherry

*Fall is the time when people
Feature nut sundaes to temp*

NUT SUNDAE

PAPER SERVICE

Ingredients:

Vanilla Ice Cream

Heavy Chocolate Syrup

Chopped Nuts

Whipped Cream

Cherry

Procedure:

In a clean paper sundae service, place one #20 dipper of vanilla Ice Cream. Place another #20 dipper of Ice Cream on top of the first, pressing lightly to hold the second dip firmly on top and assure an attractive, eye appealing service. Cover the Ice Cream with $1\frac{1}{2}$ ounces of heavy chocolate syrup. Sprinkle with coarsely chopped nuts. Garnish with a rosette of whipped cream and top with a cherry.



PAPER SERVICE

1. 2 #20 dippers of vanilla Ice Cream
2. $1\frac{1}{2}$ ounces chocolate topping
3. Nuts
4. Whipped cream
5. Cherry



TESTED
I.C.M.I.
FORMULA

*think of nutmeats and nuts—
and encourage this appetite.*

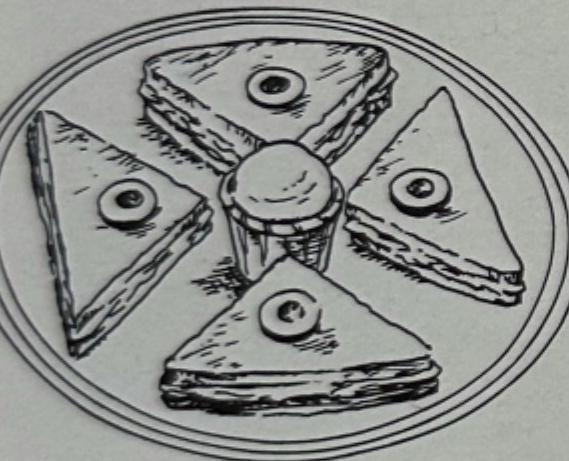


LET YOUR MENU "TALK TURKEY"

Turkeys are in heavy supply this Fall. This meat lends itself to many ways of service, and makes a profitable menu offering which can be stimulated by little differences in service, and by offering it in combinations that attract.

SUGGEST A DISH OF FLAVOR- OF - THE - MONTH ICE CREAM TO COMPLETE THE MEAL . . .

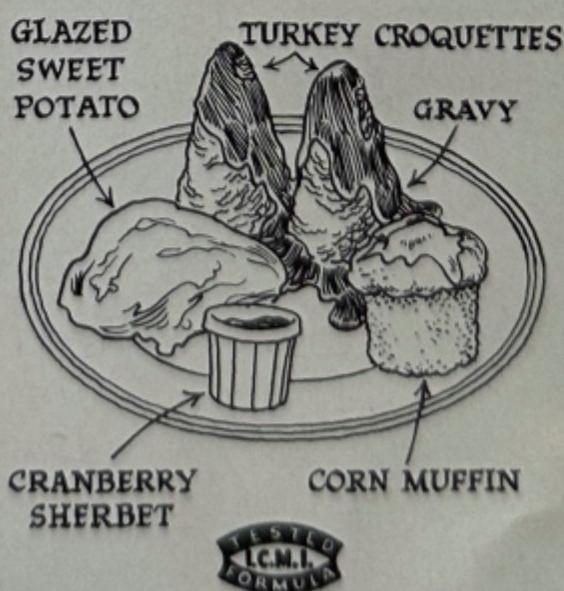
The turkey sandwich—make as usual, using white meat of turkey—cut in quarters as shown and arrange on a medium sized plate. Garnish sandwich with stuffed olive slices and place a souffle cup of sherbet in the center of the plate.



THE HOT TURKEY SANDWICH

Two slices of bread on a dinner plate—cover each slice of bread with turkey meat. Pour over a ladle of gravy—garnish with a sprig of parsley—and for added appetite appeal, place a paper ramekin of sherbet on the side of the plate.

SUGGEST PIE WITH ICE CREAM TO COMPLETE THE MEAL



SUGGEST A CHOCOLATE NUT SUNDAE TO COMPLETE THE MEAL

Sherbet served with luncheonette specials adds not only taste appeal, but reminds home-maker customers that sherbet can be used in like manner to glorify family meals.

This sampling process proves successful and helps increase sales.

Luncheon special! On a luncheon plate, place 2 small turkey croquettes, a serving of glazed sweet potatoes, and a corn muffin. When ready for service, add a souffle cup of sherbet.

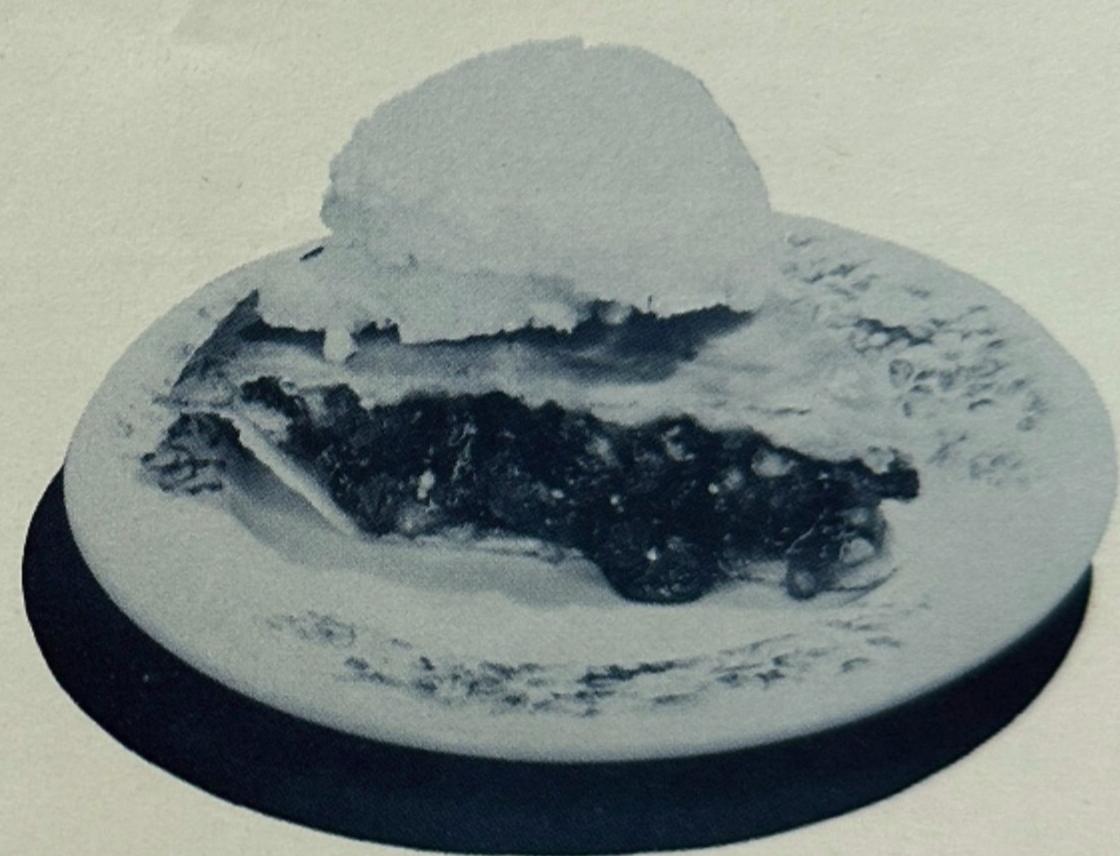
PERSONALIZE YOUR ICE CREAM SERVICES

It is pretty difficult in your store to personalize the service of tooth paste, shaving cream, razors, or drugs which have been put up for you by the manufacturer in a standard package identical with that which is sold by any other drug store in your community. If it were raining, would any of your customers cross the street to buy tooth paste or other items of this type from you when he could dodge into a store on the side of the street which he was standing and get the same thing at the same price? You know the answer to that one! However, in the soda fountain and Ice Cream department, you have an unusual opportunity to personalize the offerings for your customers. If this is done consistently, you will find customers will not only come across the street but will walk several blocks out of their way to get the particular Ice Cream service for which you have created a liking and a preference in their minds.

Personalizing really means adding an unusual touch to an excellent composition to present it to the individual in a manner to appeal to his taste and to give that taste satisfaction. Take the apple pie with Ice Cream for instance which is pictured elsewhere in this issue. Just the addition of a slight garnish, in this instance, a red cherry, personalizes the service of that pie-a-la-mode to many customers. It is a message from you to him saying "We like to have you satisfied with the servings we give you. We trust that this will attract you and is to your liking."

Another simple method of personalizing service is the whipped cream dotted glass in which you pour the milk shake for your customer. It is an extra touch, a little something more which makes that milk shake taste extra good and reminds the customer that you are endeavoring to please him with every service you make. Or if you serve in a paper cup, an intriguing little addition to a milk shake, is spotting whipped cream on the side of the filled service and then on the whipped cream, a dot or two of the syrup which forms the flavoring part of that particular milk shake. This is an added feature which gives it that little extra touch which is so interesting and so appealing to your customers.

Soda fountain items are purchased many times on impulse, many times because it has become a habit to get a certain Ice Cream Service at a certain time of day. For your best business, creating habits of eating are particularly profitable. The personalizing of your services with little extra touches, and the presentation of uniformly high quality Ice Cream services pleases your clientele in a way to be profitable to you and satisfying to them.





K N O W Y O U R C U S T O M E R S

TODAY, ELMER, WE'RE GOING TO RE-DECORATE THE BACKBAR. WE'LL DO IT IN BLUE AND GOLD—GOOD COLOR COMBINATION FOR NOVEMBER, ISN'T IT?

YOU BET!

LATER— IF I DO SAY SO MYSELF IT LOOKS PRETTY GOOD. THAT BLUE AND GOLD LOOK WELL TOGETHER TOO.

LOOK—HERE COMES MR. ROCK THE HIGH SCHOOL COACH—ASK HIM HOW HE LIKES THE BACKBAR

HELLO MR. ROCK—WHAT DO YOU THINK OF OUR BACK-BAR? WE'VE JUST FINISHED RE-DECORATING IT

I NOTICE—AND YOU'VE USED THE COLORS OF OUR BIGGEST FOOTBALL RIVAL. WHY NOT GIVE OUR OWN SCHOOL A BREAK?

LATER— I'M SURE GLAD HE DROPPED IN, ELMER. WE'VE GOT TO CHANGE THOSE COLORS—AND QUICK TOO! IMAGINE—PASSING UP A CHANCE TO TIE IN WITH OUR OWN HIGH SCHOOL TEAM!

Why does an enterprising druggist in a small town offer free Ice Cream sodas to each student who makes an A average on his or her report card? Because he knows his customers, in this case the school crowd. He knows that there is friendly competition for good grades and his offer helps stimulate the striving and at the same time keeps his store in the customers' minds.

In a well known periodical, a series of articles was run recently, about the home town drug store. A little touch of home sickness ran through many of the stories. Men and women, now successful, remember with affection and understanding appreciation "Doc", the town or neighborhood druggist, and his interest in the people whom he served.

It makes a sort of magic circle—this knowing customers—first you learn their needs, their tastes through purchases. Then you begin to know them as people, glad and sad like all of us. Perhaps with a friendly smile, a sympathetic ear, you can help them over some little hill of their own. Perhaps, give a little extra service to meet an emergency. The result—a customer loyal to you, because you have taken pains to know him and to meet his needs.

The basis of merchandising is *confidence*—in you—in the products you sell. Knowledge of what your customers want, helps you serve them in a way to build the confidence which assures preference for your store.

Study your community—decide what type and age customers predominate—then build your merchandising plan to attract and hold that group. Don't neglect any factor, however, which makes your store attractive to the whole community.

You are in business to stay—stay with your customers, their likes, their needs, and they'll stick by you.

POINTS THAT HELP BUILD BUSINESS

- A proprietor who sets an example of genuine welcome and friendliness.
- Spotless, sparkling windows and mirrors throughout.
- Light and plenty of good light.
- Color—lots of it—the right kind.
- Fresh air without uncomfortable drafts. Store ventilated, so that no memory of yesterday's meals lingers in the air.
- Comfortable stools—with no jagged edges to tear clothing or hose.
- Benches or chairs sturdy enough to hold customers.
- Clean counters—not sticky under edges.
- Dirty dishes quickly cleared away—out of sight. All cracked or chipped dishes and glassware immediately removed from service.
- Signs and menu descriptions that advertise goods and specials which you actually have.
- Dispensers who know the menu, and can answer customers' inquiries intelligently—can explain the make-up of a special item, sandwich, etc.
- Flavor Boards kept up to date—so that customers are not irritated by "Sorry, we don't have that."
- Sales personnel in clean well-kept uniforms—with face, hair and hands that carry out the "cleanliness" message.
- Serving the filled water glass, with a menu, to the new customer—along with a smile or word of greeting.
- A quiet moving, soft-spoken staff, who repeat orders clearly, but without shouting.
- Any spattering from milk drink mixers and fruit juice extractors cleaned up at once, so as to keep the equipment and area about it clean and without danger of attracting flies.
- CLEAN HANDS.

- Menu inserts fresh and with no scratch-outs or write-overs.
- A store where customers like to come because service is good and quality is unquestionable.
- A simple, easy-to-read menu with well chosen items rather than a long list.
- Service developed with the customer's comfort in mind.
- Personnel trained to anticipate customer's wishes and to give speedy, efficient service with a minimum of noise and confusion.
- Personnel who are friendly, smiling, courteous and clean.
- Sterilized serviceware or clean paper service.
- Glasses free from lipstick; dishes shining and free from grease; silverware brightly polished, clean and dry.
- A staff alert to customers' wants—not gossiping in groups while customers fidget.
- Dependable Ice Cream dishes, uniformly made, same proportions each time the dish is prepared.
- Care in filling orders accurately.
- Tasty food—well prepared—served promptly.
- Care in preparing and serving so that no syrup or topping overflows the Ice Cream sundae dish or soda glass. Serving coffee or tea, so that liquid has not "slopped over" into the saucer.
- Care to finish one customer's order before leaving him to wait on another customer.
- A spirit of friendliness among the employees, of loyalty to the store and cooperation with one another.
- A staff whose "thank you" for payment is a real invitation to come again.



TO SELL **Say it well**

by RICHARD C. REAGER,

A REAL THANKSGIVING!

November is the month for Thanksgiving. All over this great land of ours, families gather in homes and on farms, in Churches of their choice, and spend delightful hours with friends and loved ones. They meet to give THANKS for all the bounty a great Nation provides.

There are many things for which we, as a people, can give thanks. And one of the most precious possessions we have or own, is the right to engage in trade and to be a part of the FREE ENTERPRISE SYSTEM. Each store owner, druggist, restaurant proprietor, in his own right and in his own way, can be thankful this NOVEMBER that he *serves others* through the medium of his own place of business. And in this service, that owner can show his appreciation to all of his customers, and can express to them also, his THANKS and his GRATITUDE for their business.

Unfortunately, this is not always done. Too few business men and women extend to every customer the courtesy of a pleasant "Good

Morning!"; many customers never hear an honest "Thank You" after buying a product; thousands of people leave fountains and stores without ever hearing, "Please come in again." Sometimes, of course, these phrases are heard—but so many lack the warmth, sincerity and friendliness which is so essential to creating better customer good will and increased store or shop business.

The most successful stores and markets, and the Ice Cream shops and fountains most recommended by others, are those which have created and built a feeling of friendly courtesy. And nothing aids in establishing this better reputation, than to have every employee *always* be THANKFUL and express that THANKFULNESS to all they serve.

This would be a richer Thanksgiving season for all of us, if everyone, everywhere, was more courteous and more appreciative in their associations with other people. Yes, a REAL THANKSGIVING could come to Business and Customer alike, if we always remembered three things:

1. To extend a sincere "GOOD MORNING"
2. To express an honest "THANK YOU"
3. To give a friendly "PLEASE COME AGAIN"

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